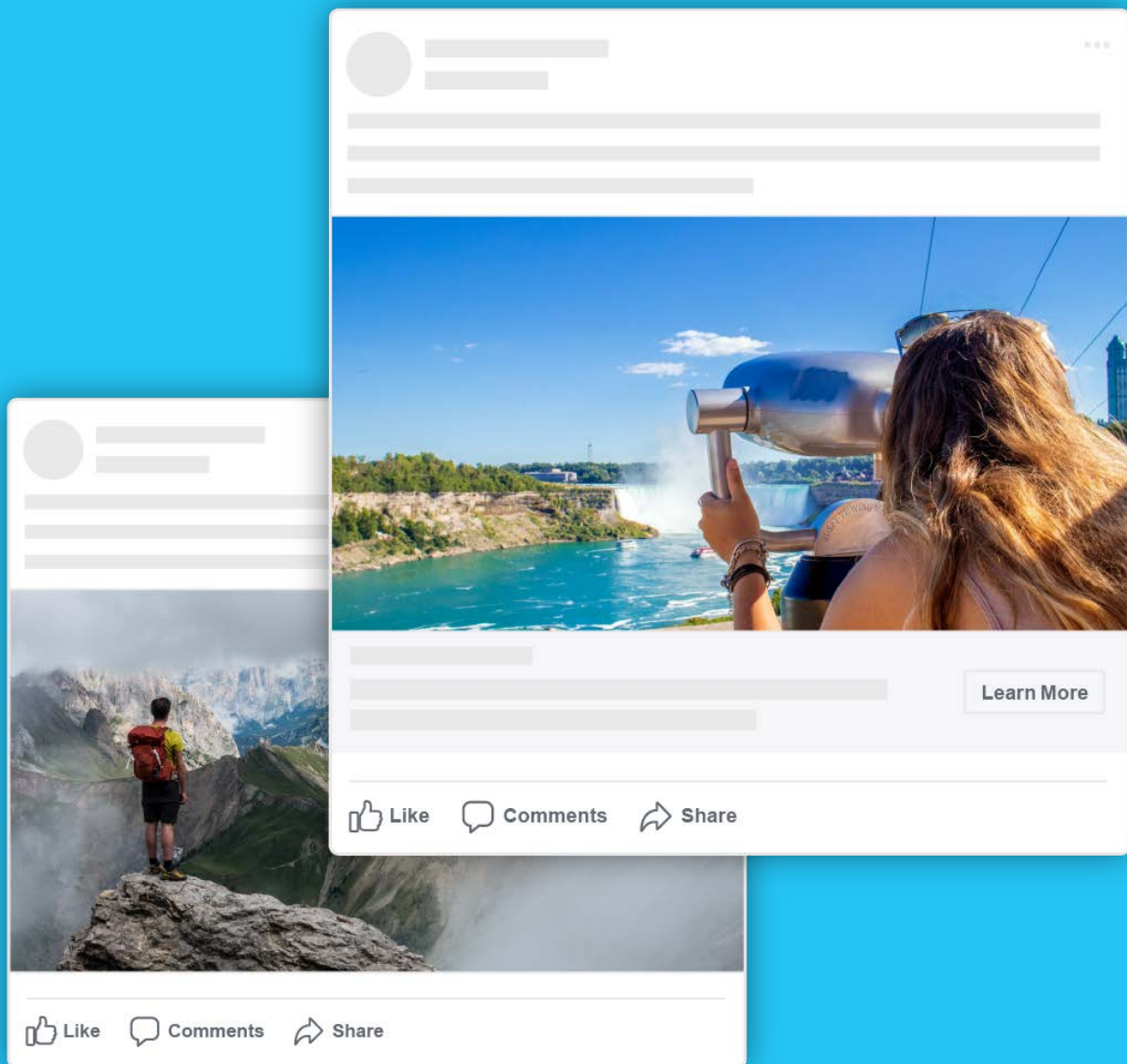


# 500+ Tourism Facebook Ad Examples from America's State DMOs





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### Who is this eBook for?

- Travel marketers who want to stay ahead of the curve with Facebook ads.
- Agencies that work with travel brands and DMOs to develop digital ads.
- Destination marketers at State-level DMOs who want to understand what their peers are doing.

## How are State DMOs using Facebook ads to attract travelers?

If you've ever wondered what sort of Facebook ads other DMOs are running, we're happy to tell you this: we've done the research, we've done the analysis, and we're presenting all our findings to you in this eBook!

In the first week of July 2018, we used Facebook's Ad Transparency Tool to find all the active Facebook ads each State DMO was running during that time. From our research, we were able to extract patterns and trends, to pull insights into how DMOs are using this digital ad channel.

Browse through the ads your own State DMO is serving up, and get a better understanding of your peers are serving up ads. See on average how many DMOs are using user-generated content how many use video, what calls-to-action are most popular, and more.

Whether you're looking for new ways to use Facebook ads, or just want to stay informed with how the rest of the industry is approaching this channel, we hope this collection of ad campaigns and insights will help you think outside-the-box to get those travelers clicking on Facebook!

Enjoy the read.



**Elizabeth Ching**  
Content Marketing Manager  
CrowdRiff

# Snapshot of ads types and formats

First, let's take a quick look at the different types of ads you can create with Facebook, and how they differ.



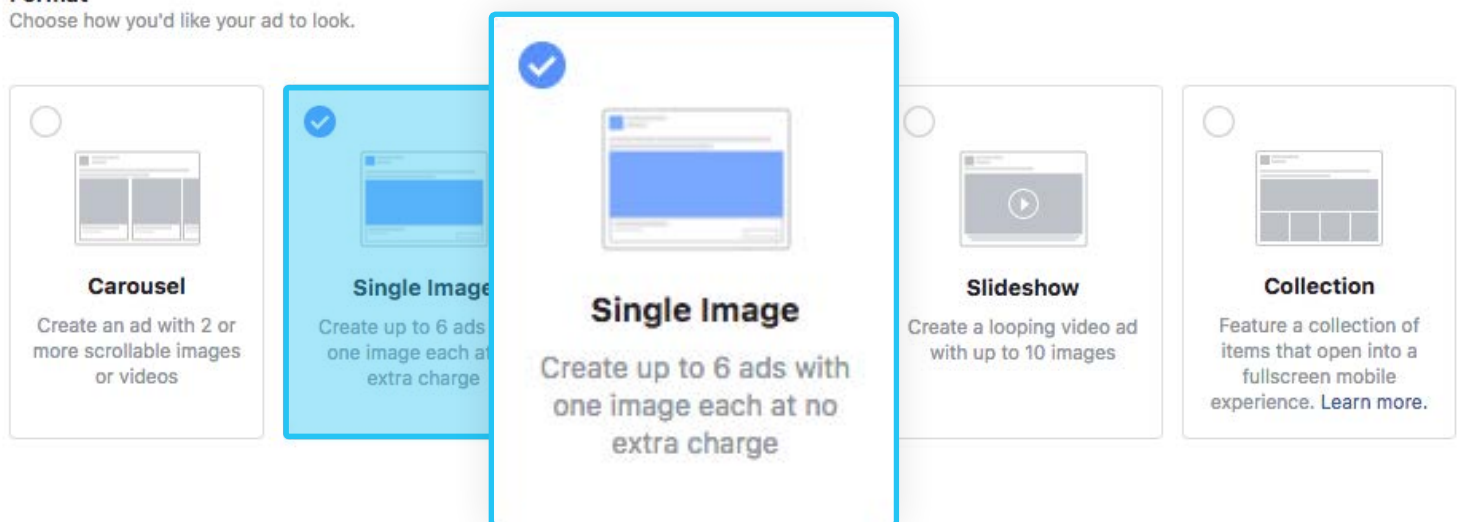
# Single Image

This is by far the most popular Facebook ad type travel brands are using. The single image ad is just that - your message coupled with an image below.

- A great place to put the spotlight on a photo that your own locals or existing travelers have taken in your destination.
- Most organizations put calls-to-action onto their images.

## Format

Choose how you'd like your ad to look.



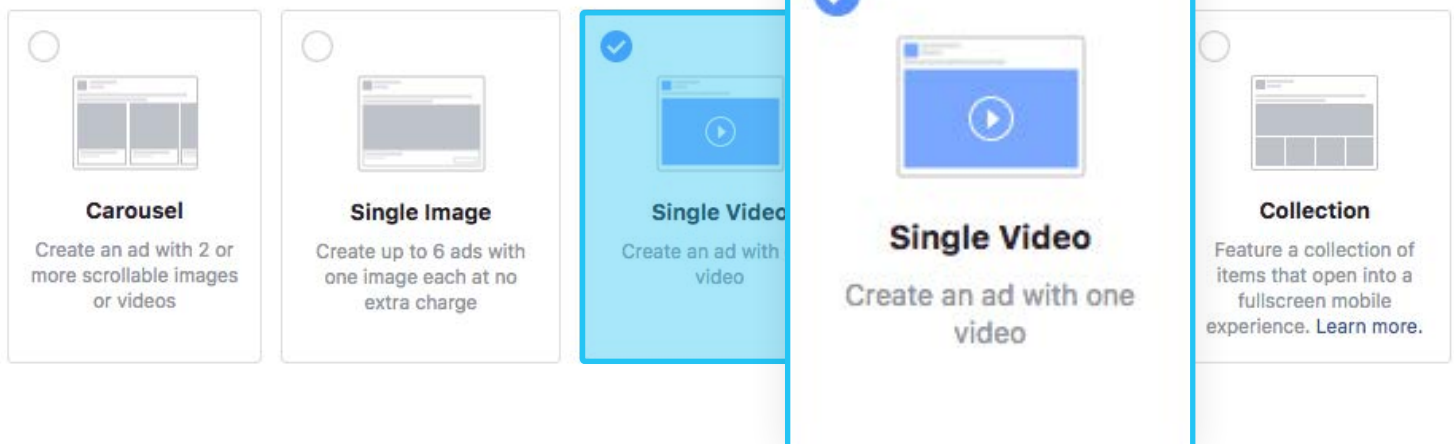
# Video

Video ads are great for capturing short bursts of attention, and if you have something that is better conveyed with motion.

- Best used for content that can be conveyed without sound, like food or action activity videos (versus videos featuring a host talking to the camera).
- Captions are recommended as most people view videos in their feed without sound.
- On mobile, Facebook recommends keeping videos 15 seconds or less.
- Keep frames moving fast, so you can keep someone's attention longer by showing them more in less time.

## Format

Choose how you'd like your ad to look.





# Carousel

If you need to show multiple items at once, carousel ads are your best bet. Showcase up to 10 images or videos, allowing your audience to swipe and browse through.

- You can choose to have Facebook optimize the order of your visuals, based on engagement.
- Some DMOs break up a panorama image into multiple squares.
- Most DMOs make their last image in their carousel a CTA.

## Format

Choose how you'd like

The screenshot shows the Facebook Ad format selection interface. It features five options, each with a thumbnail icon, a title, and a description. The first two options, both labeled 'Carousel', are highlighted with blue borders and blue checkmarks in their top-left corners. The other three options are in white boxes with gray borders and gray checkmarks.

Format	Description
Carousel	Create an ad with 2 or more scrollable images or videos
Carousel	Create an ad with 2 or more scrollable images or videos
Single Video	Create an ad with one video
Slideshow	Create a looping video ad with up to 10 images
Collection	Feature a collection of items that open into a fullscreen mobile experience. <a href="#">Learn more.</a>

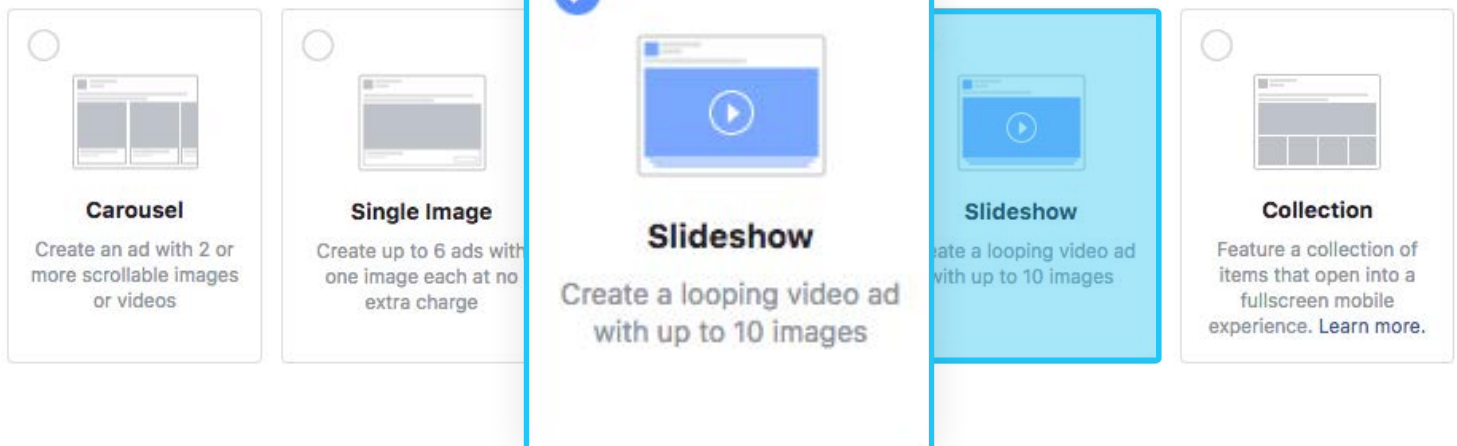
# Slideshow

Don't have time to put a video together? Upload 3 to 10 images and Facebook will create a looping video together in slideshow format.

- If you want to recreate the effect of a video ad without the work, this is your best bet.
- Upload pictures with captions, and you can recreate the typical video experience people get on Facebook.

## Format

Choose how you'd like your ad to look.





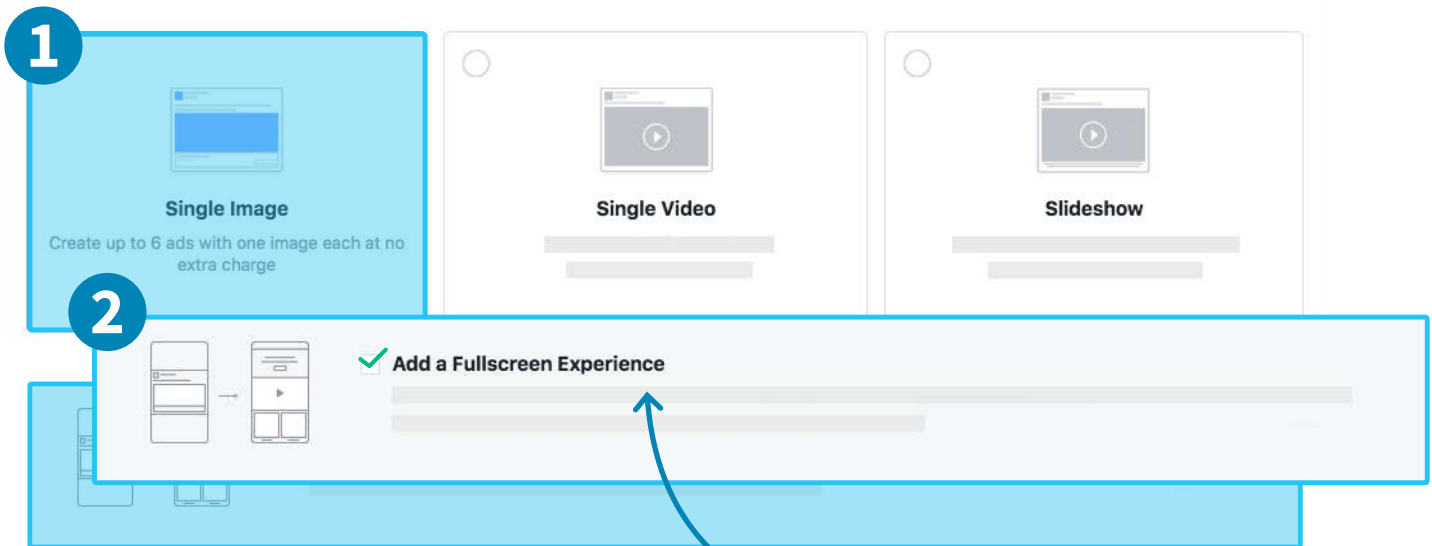
# Canvas

Optimized for mobile, Canvas ads create a full-screen interactive ad experience for your audience. Within a Canvas ad, you can stitch together a variety of videos, photos, and add links and CTAs in multiple places. Viewers navigate through your ad by swiping up, down, left and/or right.

- Canvas ads are perfect for showcasing those places that are “best experienced in person,” like sweeping views at the top of a mountain, or to take someone directly to your best ski slopes.
- Load time is near instant.
- Facebook offers ready-to-use templates.

## Format

Choose how you'd like your ad to look.



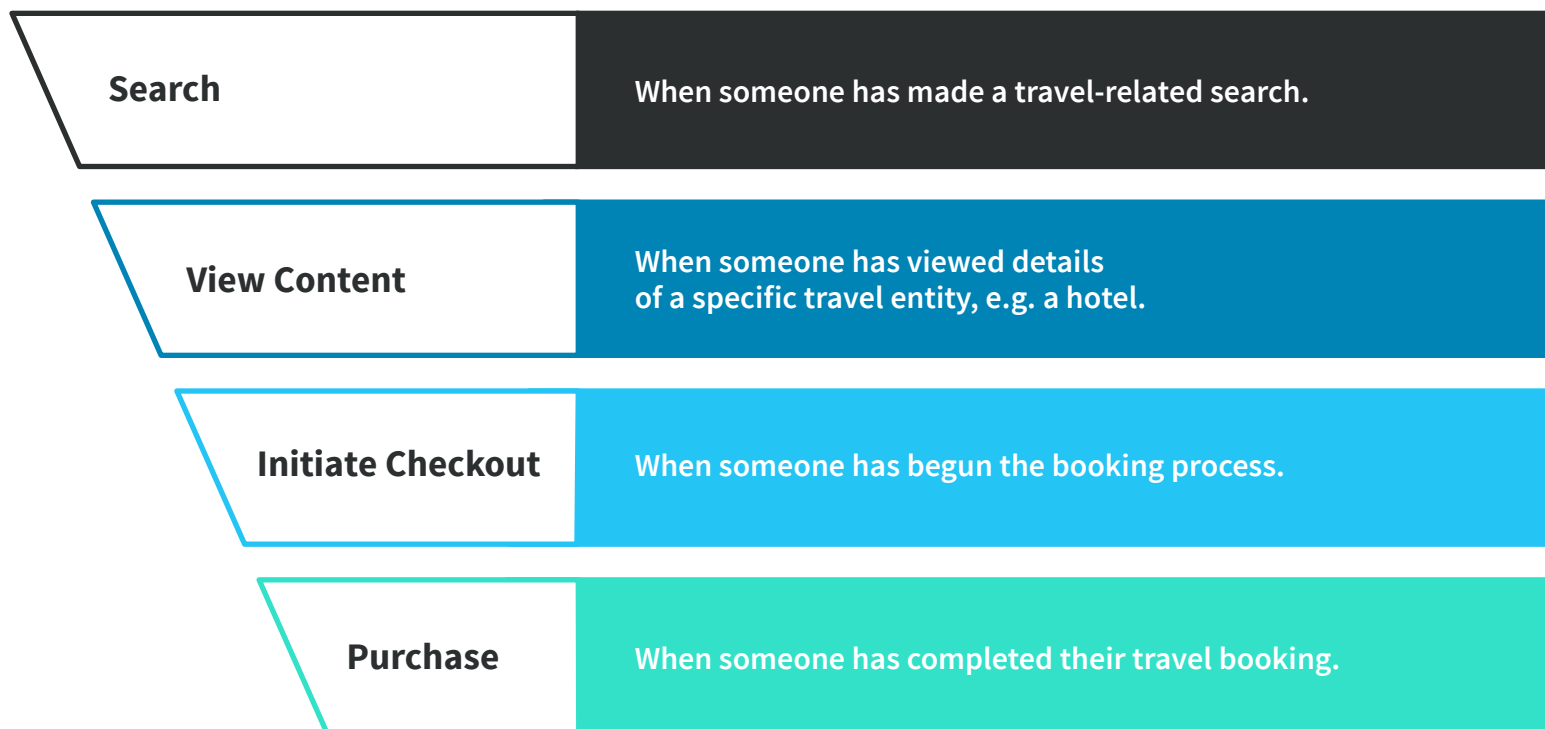
Create a canvas ad with images by selecting the “Full Experience”.

# Travel-specific Facebook ad products

## Dynamic Ads for Travel

Dynamic Ads for Travel is Facebook's native solution for retargeting, where much of the targeting is automated, and set-up is minimum.

You upload a catalog of your products and offerings, create a template for your ads, and Facebook will dynamically insert images and details from the catalog to travelers, based on their actions:





## Trip Consideration

Trip Consideration targets travelers... before they've even decided where they want to travel. For example, these will target Facebook users who browse several travel sites but only don't go any further than the homepage.

It targets travelers the stage before Dynamic Ads for Travel comes into play.

That means the biggest advantage of Trip Consideration is getting to be the first destination on someone's mind. While a traveler is still deciding where to go, you can serve them an ad with an offer they can't pass up, and solidify your place as their next vacation spot.

### UPPER FUNNEL

## Trip Consideration

Has intent to travel but no clear destination intent.

**"GO SOMEWHERE WARM & CHEAP."**

### MID FUNNEL

## DAT for Broad Audiences

User has known destination intent but has not been to a website.

**"BALI DESTINATION"**

### LOWER FUNNEL

## DAT Retargeting

User has been to a website and or app.

**"BEACH RESORTS IN NUSA DUA."**

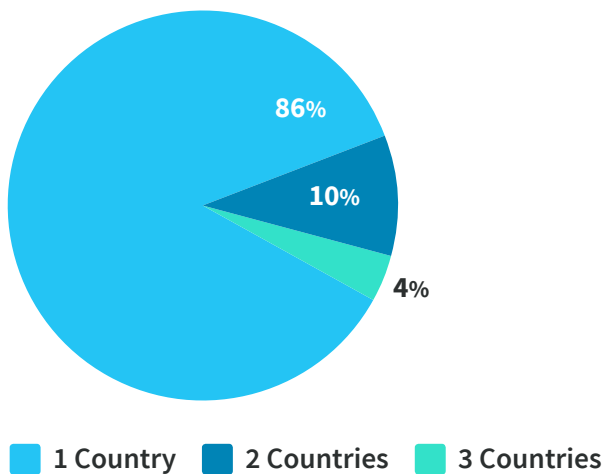
# Analysis: How are State DMOs using Facebook Ads?

We looked at over 500+ State DMO Facebook ads to bring you these insights. Here are the trends and patterns we found as to how State DMOs are using Facebook ads to speak to travelers.

# Analysis: How are State DMOs using Facebook Ads?

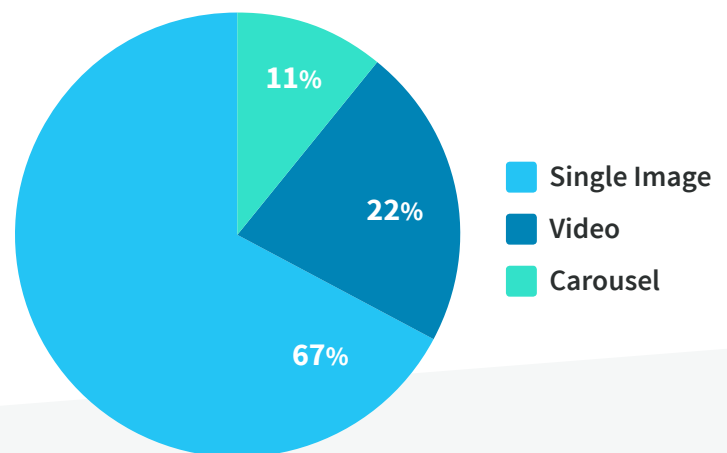
## How many countries are State DMOs targeting?

Most targetted just one country– the most common country being the United States, followed by Canada.



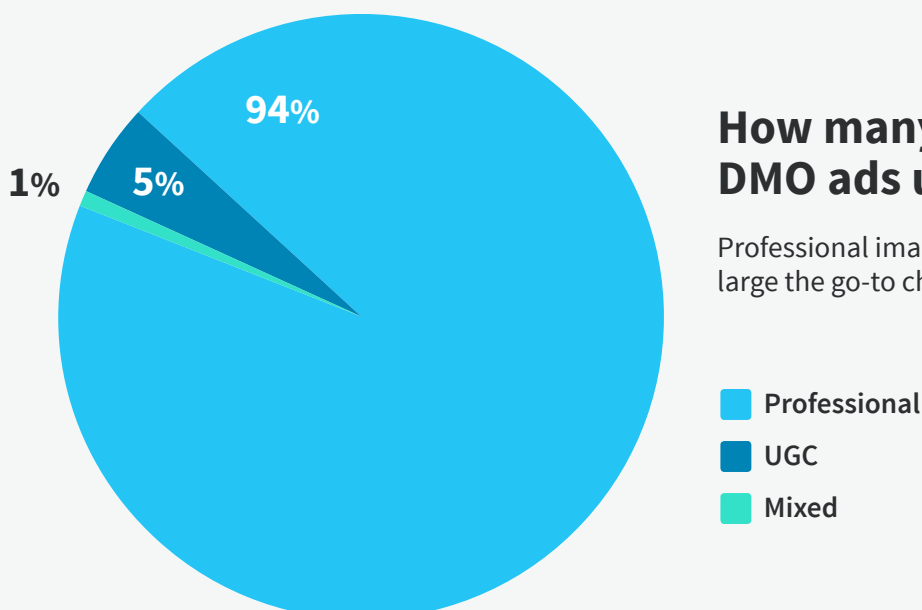
## What ad formats are State DMOs using?

Single image ads were by far the most common type of Facebook ad.

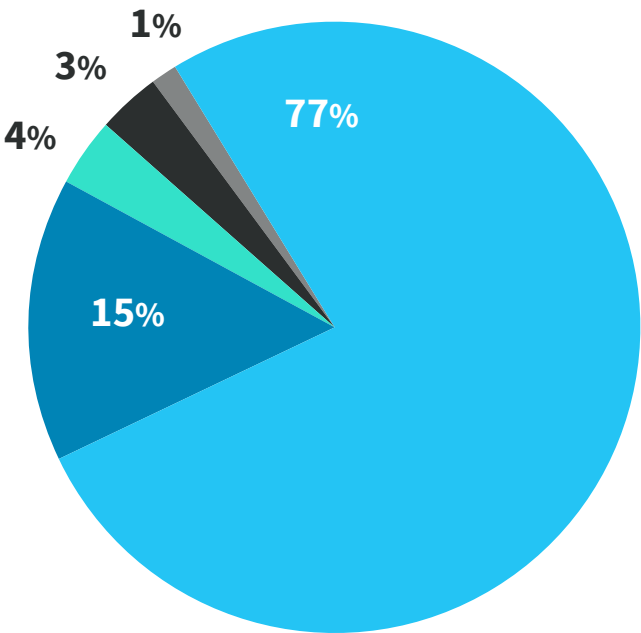


## How many State DMO ads use UGC?

Professional imagery is still by and large the go-to choice for State DMOs.



# Analysis: How are State DMOs using Facebook Ads?

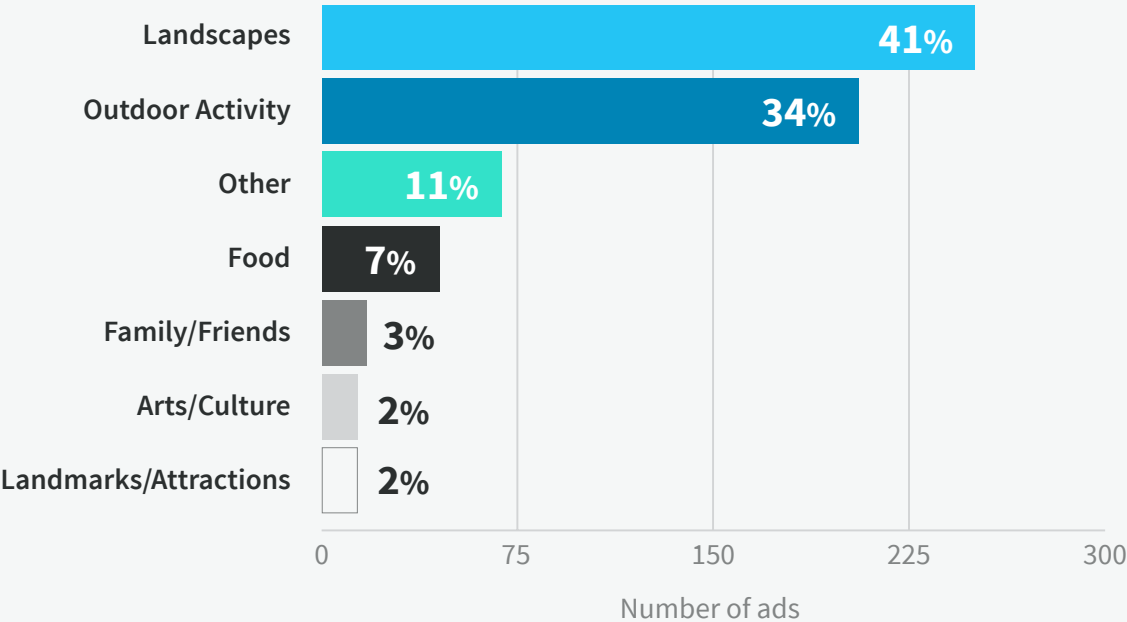


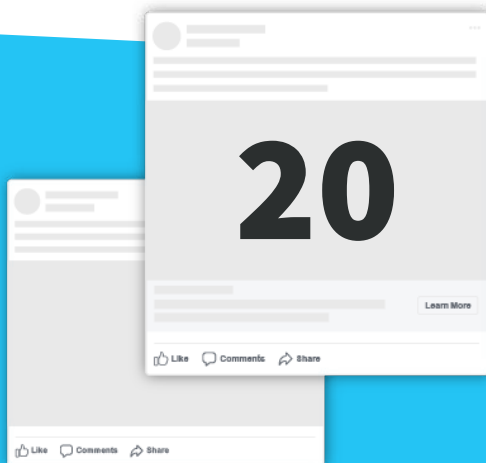
## What CTAs were most common?

Most ads drove towards website content. Closely following were ads that did not include CTAs and were primarily for brand awareness.

- Website Link
- No CTA
- "Like" Facebook page
- Newsletter sign-up
- Other

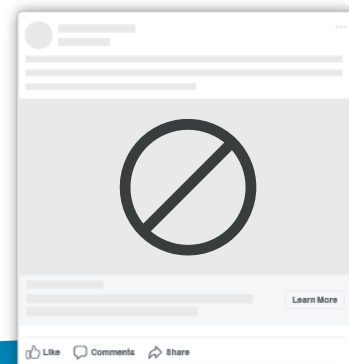
## Which themes for visuals were the most popular?





**Of the State DMOs that have active ads, the average number of active ads is 20.**

**18 State DMOs were running zero Facebook ads at the time of our study (first week of July 2018).**



**No State DMOs were serving ads that mentioned a deal or offer.**

**2/3**  
ad visuals  
feature people.



# 5 noteworthy Facebook ad campaigns

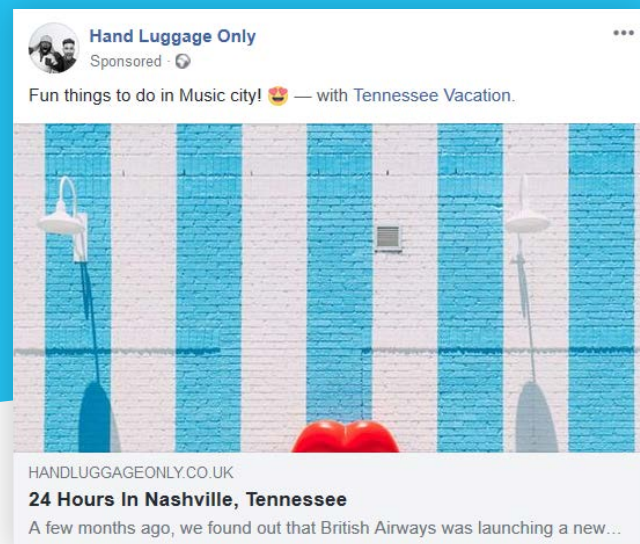
Of the hundreds of ads we looked through, there were a couple we wanted to shine a spotlight on. Read on to see!

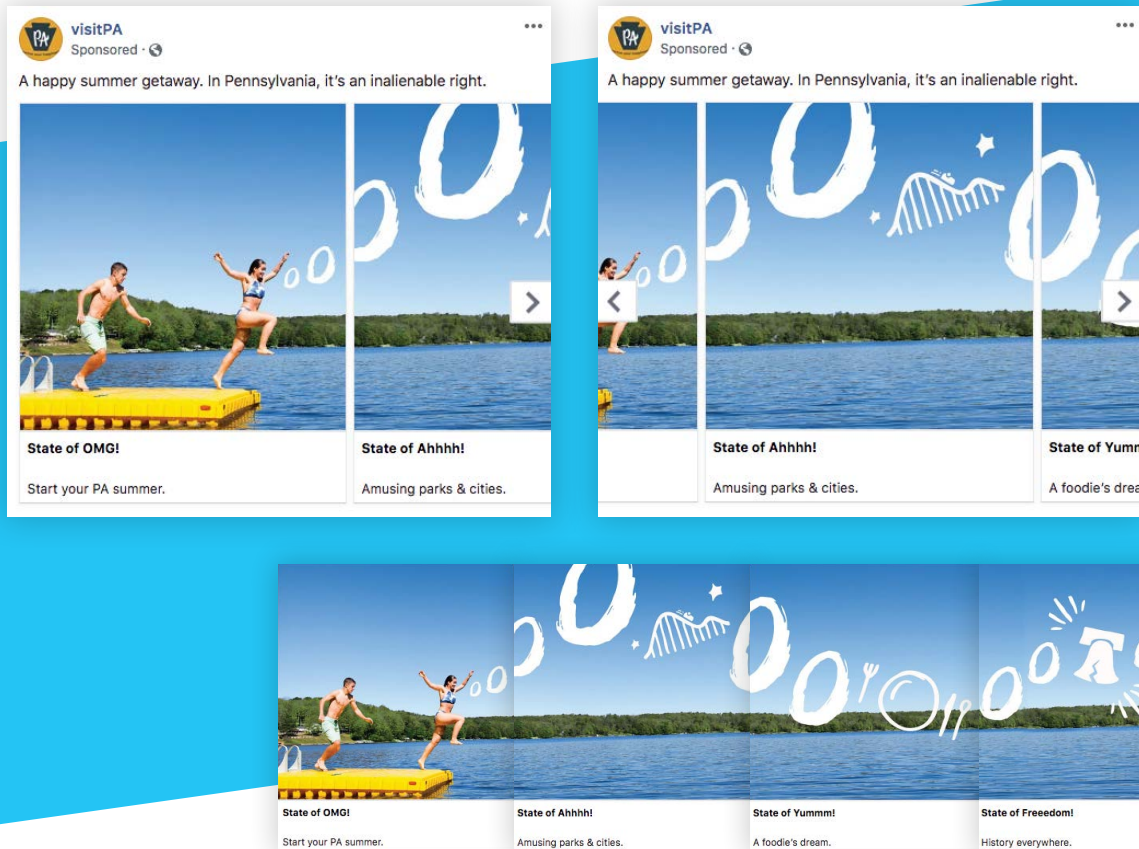
# Tennessee Vacation

At first glance, these don't look like DMO State Facebook ads – so why was this showing up under the ads section of Tennessee Vacation's Facebook page?

British Airways recently launched a new direct flight from London to Tennessee, and so the State of Tennessee wanted to get on the radar of British travelers. Instead of directly serving them ads, however, they partnered with well-known travel bloggers: Hand Luggage Only.

This ad campaign is an example of a soft, top-of-the-funnel educational approach, which uses paid media to reach an audience in a way that doesn't seem like an ad. It introduces their destination to their target audience, and gets them to start thinking of Tennessee as an attractive travel destination.





## Visit PA

Even though carousel ads were designed for showing off multiple different pictures, Visit PA used some out-of-the-box thinking in order to encourage more engagement and more clicks.

Instead of uploading a series of pictures, Visit PA cropped one panoramic photo into separate sections. The idea is that someone who sees the ad only catches a part of the picture, sees that there's more, and is more compelled to click right to see the whole thing.

What's more, they added text that connects the length of the whole image. So in addition to the feeling of only catching part of an image, the ad viewer also feels like they're reading half a word.

Very clever and creative use of carousel ads!

# Travel North Dakota

For those unfamiliar with the man in the picture, Josh Duhamel is a well-known American actor, who has starred in movies such as Transformers, Life as We Know It, and TV shows like All My Children.

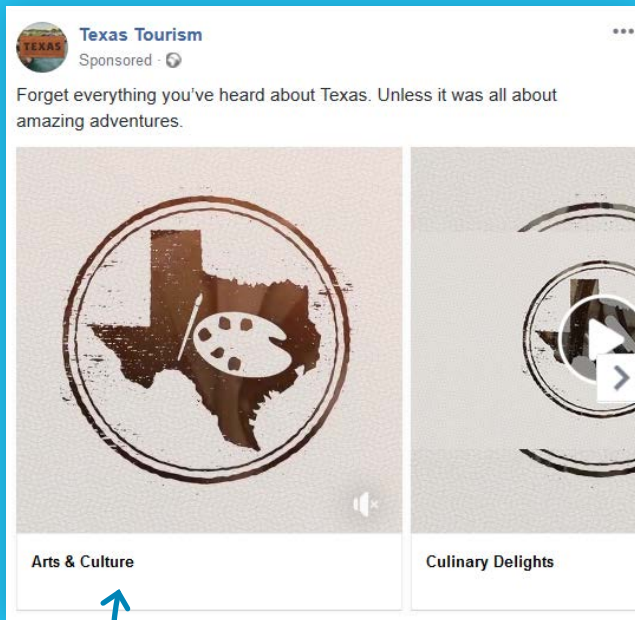
For many in Canada and the USA (where the ad is being shown), seeing Josh Duhamel's face show up on their newsfeed is enough to make someone pause and take notice. The video then flashes through scenes of Josh fishing, dancing, biking

and having an all-around good time in his home State. And of course, being an auto-playing in-feed video, it's closed captioned so that people can watch without sound.

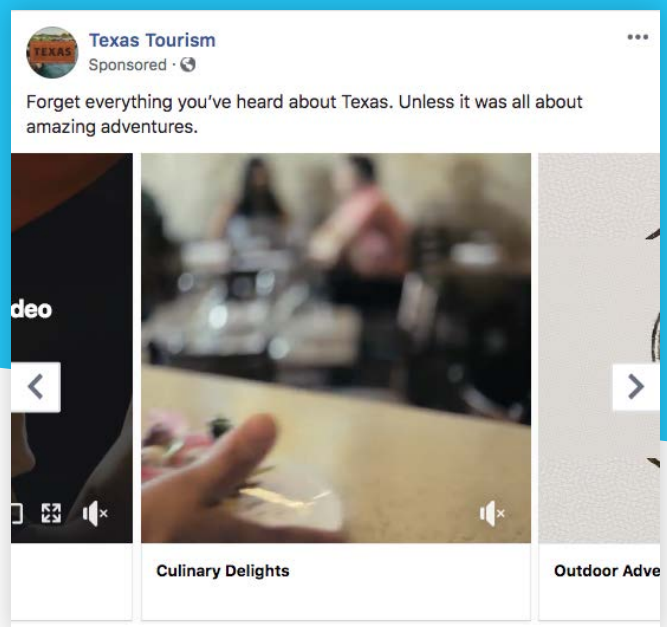
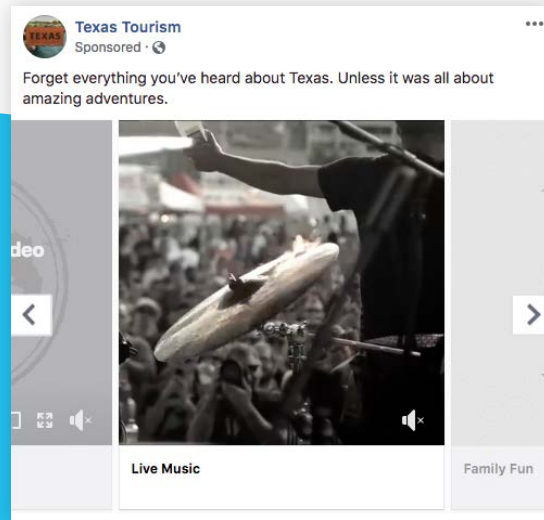
Celebrities and stars like Josh Duhamel have huge fan bases. And many people may not have known he was originally from the State of North Dakota. This was a great way to leverage Josh's popularity and connection to the State.







These graphic fade into video when they start playing.



## Texas Tourism

Texas Tourism has created a carousel ad that features multiple square videos, covering a variety of topics including arts, food, adventure, and live music.

What's makes it stand out is that instead of just using thumbnails taken from the video content itself, they've designed custom thumbnails for each topic. That means that even though the videos are all different and touch a range of topics, when the ad first pops into your newsfeed, all the imagery has a similar look.



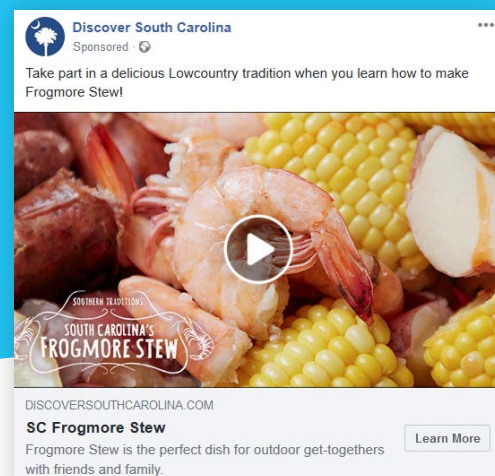
# South Carolina

If there's one type of video people love on Facebook, it's food videos.

While typically DMOs tend to showcase popular dishes from their best restaurants in food-themed campaigns, what Discover South Carolina does is a little different. They're featuring recipes for staple South Carolinian dishes in their ads.

The ad creative is made up of 5-15 second videos, with close-ups on vibrant ingredients as they're chopped, tossed, and transformed into a local dish. The videos feel very cinematic, as many shots are in slow motion, yet scenes switch quickly, so as to not lose a viewer's attention.

The call-to-action then leads to the recipe on Discover South Carolina's website, as well as the full video.



# Facebook ad examples from State DMOs


During the first week of July 2018, using Facebook's Ad Transparency tool, we looked through all 50 State DMO Facebook pages. In total, 32 State DMOs were running active ads – here are all of them!

(We've also chosen to include the Instagram Stories ads that the States are running in this section as well, as the platforms are interconnected.)


# Jump to any State


Arizona .....	24	New Mexico .....	92
Alabama .....	30	New York .....	134
California .....	31	North Dakota .....	153
Colorado .....	32	Ohio .....	158
Connecticut .....	33	Pennsylvania .....	162
Delaware .....	35	South Carolina .....	166
Hawaii .....	36	South Dakota .....	173
Idaho .....	45	Tennessee .....	174
Indiana .....	54	Texas .....	176
Louisiana .....	59	Utah .....	197
Michigan .....	60	Vermont .....	217
Mississippi .....	72	Virginia .....	219
Missouri .....	73	West Virginia .....	221
Nebraska .....	75	Wisconsin .....	223
Nevada .....	78	Wyoming .....	228
New Hampshire .....	83		
New Jersey .....	91		

# Visit Arizona

**Visit Arizona**  
Sponsored · 

Why is summer Southern Arizona's best kept secret? Great resort rates. Outdoor adventure. And a splash of relaxation. Hit the road—it's Arizona season!



 @feistywandering

VISITARIZONA.COM  
**It's Arizona Season**  
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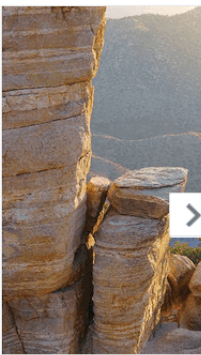
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**Hilton El Conquistador, Tucson** [Learn More](#)

**Mount Lemmon**

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**Mount Lemmon**

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**Hilton El Conquistador, Tucson**

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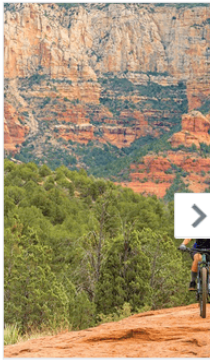
**Visit Arizona**  
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**Sedona**

[Learn More](#)




**Broken Arrow Trail, Sedona**

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**Lost Dutchman State Park** [Learn More](#)

**Sanctuary Camelback Mountain Resort**

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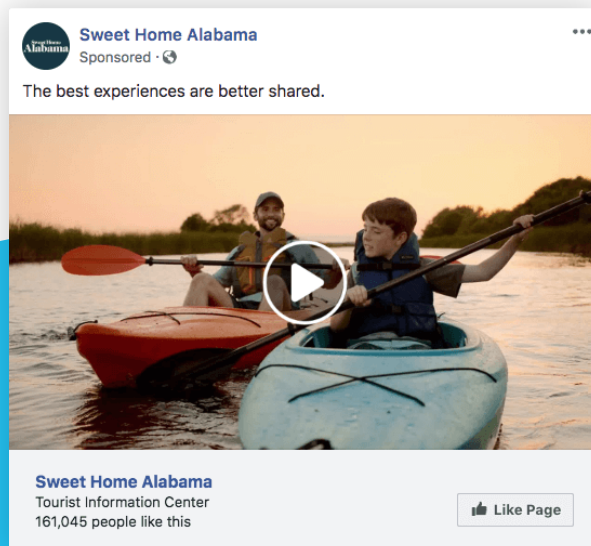
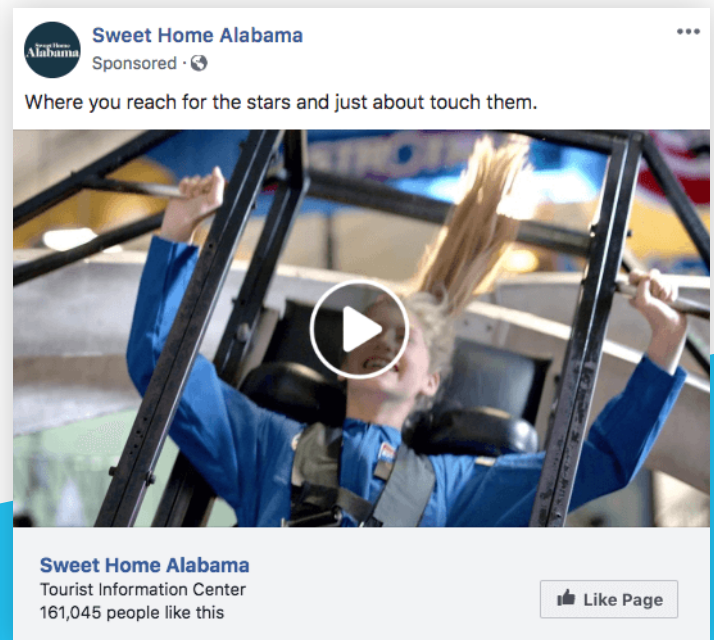
**It's Arizona Season**  
Plan your summer getaway.

[Learn More](#)

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# Alabama Tourism Department





# Visit California

**Visit California**  
Sponsored · 

Cool becomes effortless with our luxury travel guide developed in partnership with AFAR magazine.



AFAR.COM/LOS-ANGELES-GUIDE

**Come feel like a Star in Los Angeles**

Experience California Luxury

[Learn More](#)

← Back to the table of contents

# Visit Colorado

 **Visit Colorado**  
Sponsored · 🌐

Did you know that there is so much adventure to be had in the Pikes Peak region?! From ziplines to train rides & mountain biking to river rafting - Awaken the adventurer in you!

Start planning your trip now: <https://www.pikes-peak.com/explore/> — with Visit Pikes Peak.



**Adventures In & Around The Pikes Peak Region** [Learn More](#)

 **Visit Colorado**  
Sponsored · 🌐

Happy Friday! Your #PHOTOFRIDAY theme is "Fan's Choice" - share your best Colorado shots with us!

Photo from @chillykwilly



← Back to the table of contents


# Visit Connecticut

 **Visit Connecticut**  
Sponsored · 🌐


From fireworks and performances to farmer's markets and festivals—spend this weekend celebrating culture, music and lots of summer fun! — at 📍 Oyster Shell Park.




CTVISIT.COM  
**Festivals & Farmer's Markets**

 **Visit Connecticut**  
Sponsored · 🌐


Hangry? Time Out New York has you covered with the "10 best restaurants in Connecticut" for your next visit.



TIMEOUT.COM  
**The 10 best restaurants in Connecticut**  
Don't miss out on the best restaurants in Connecticut, spanning casual...

 **Visit Connecticut**  
Sponsored · 🌐

Have some extra PTO? Slip out of the office and experience white water thrills at these Connecticut attractions. Show us how you #OwnFriday this summer by tagging CTvisit in your Instagram photos for a chance to be featured! — at 📍 Clarke Outdoors.



CTVISIT.COM  
**White Water Thrills**  
If you're a fan of white water fun, this is the time of year you've been...

← Back to the table of contents



# Visit Connecticut

**Visit Connecticut**  
Sponsored · 🌐

There are plenty of ways to get out on the water with the family this summer. Here's a few to add to your #CTBucketList FOX 61. — at 📍 Thimble Islands.




CTVISIT.COM

**5 Ways to Get Out on the Water**

With hundreds of miles of shoreline on Long Island Sound, more than...

**Visit Connecticut**  
Sponsored · 🌐

Think adventure for you next date and discover one of Connecticut's highest waterfalls. — in 📍 Falls Village, Connecticut.




CTVISIT.COM

**Connecticut's 10 Highest Waterfalls**

Everyone enjoys a good waterfall. The rush of water over and through...

**Visit Connecticut**  
Sponsored · 🌐

Have you Discovered Connecticut's Hidden Gems?



[Learn More](#)

← Back to the table of contents

# Visit Delaware

**Visit Delaware**  
Sponsored · 

The countdown to the weekend is almost over. View top events and things to do at <http://ow.ly/bsHO30kOQhD>

Featured in photo: Trap Pond State Park

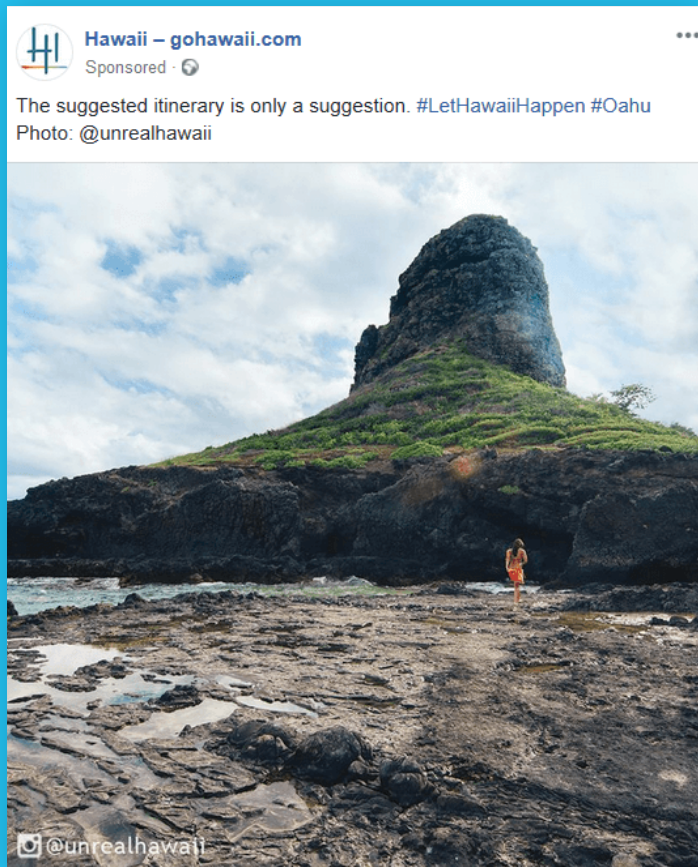


@eriklindsjo

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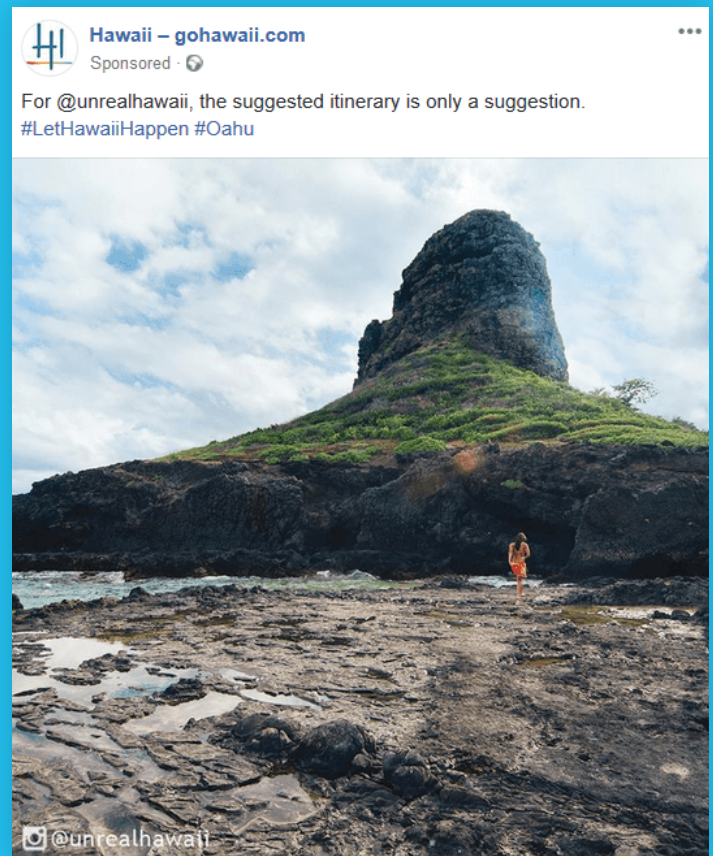
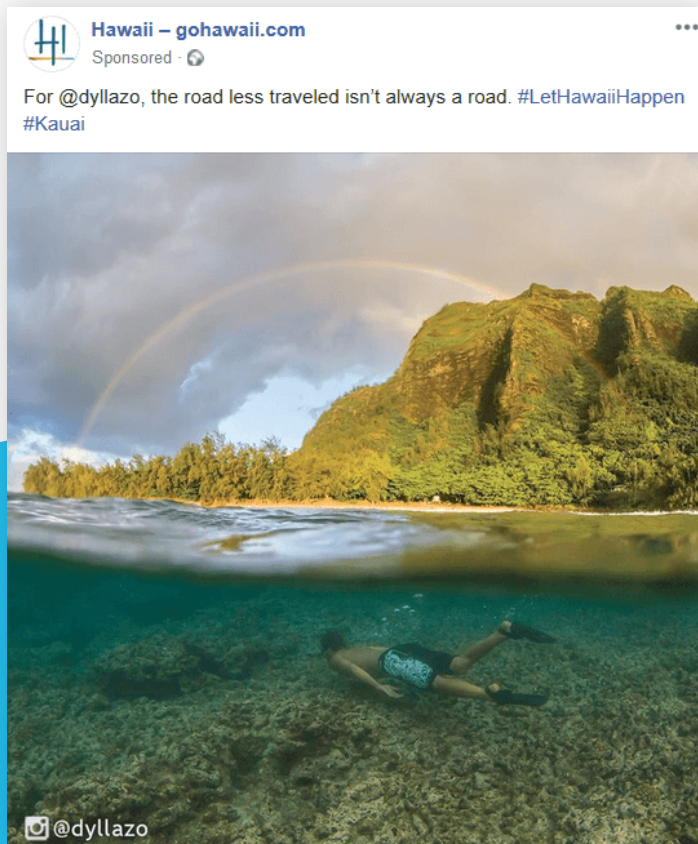
# Go Hawaii



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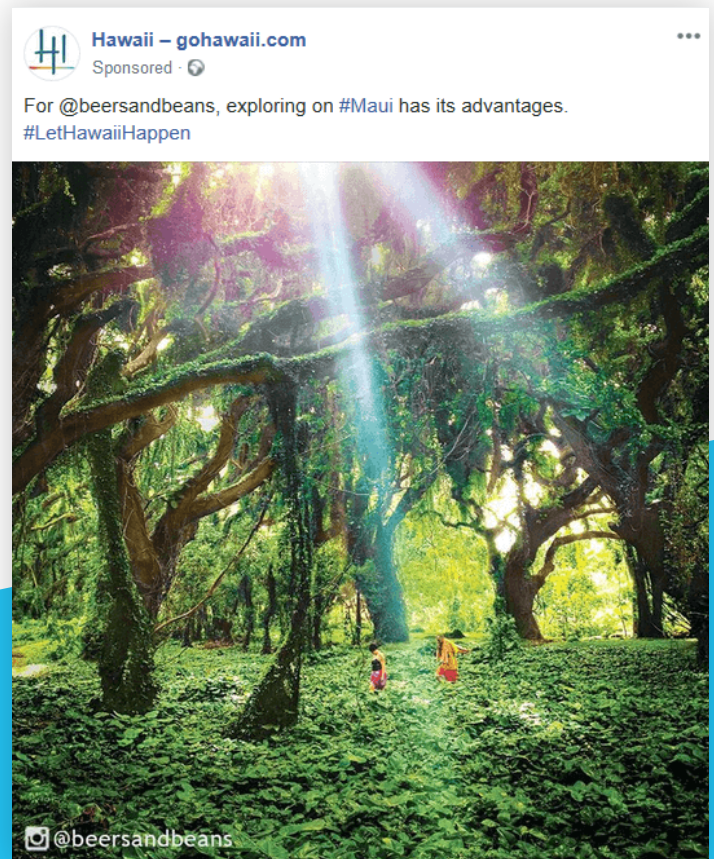
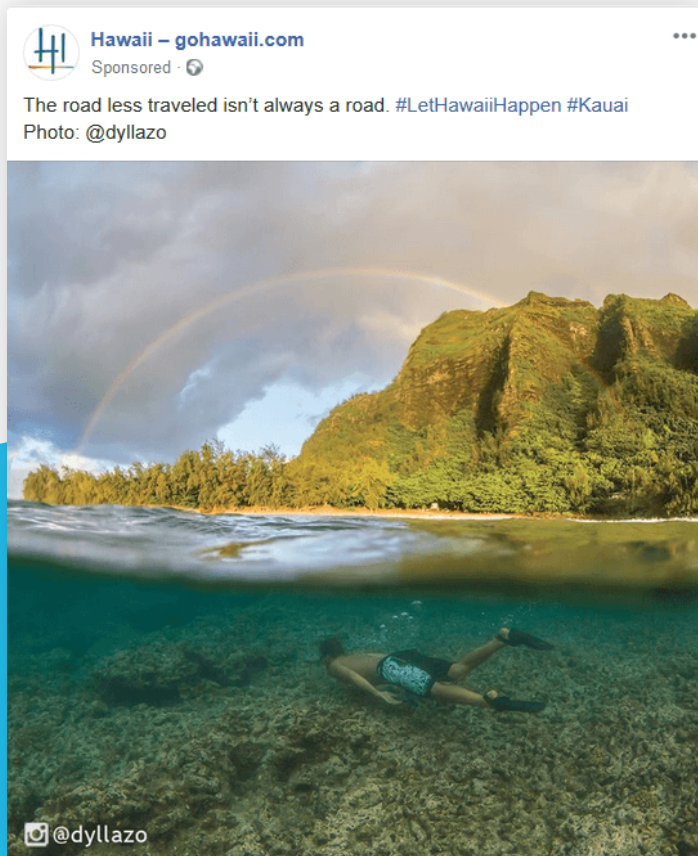


# Go Hawaii



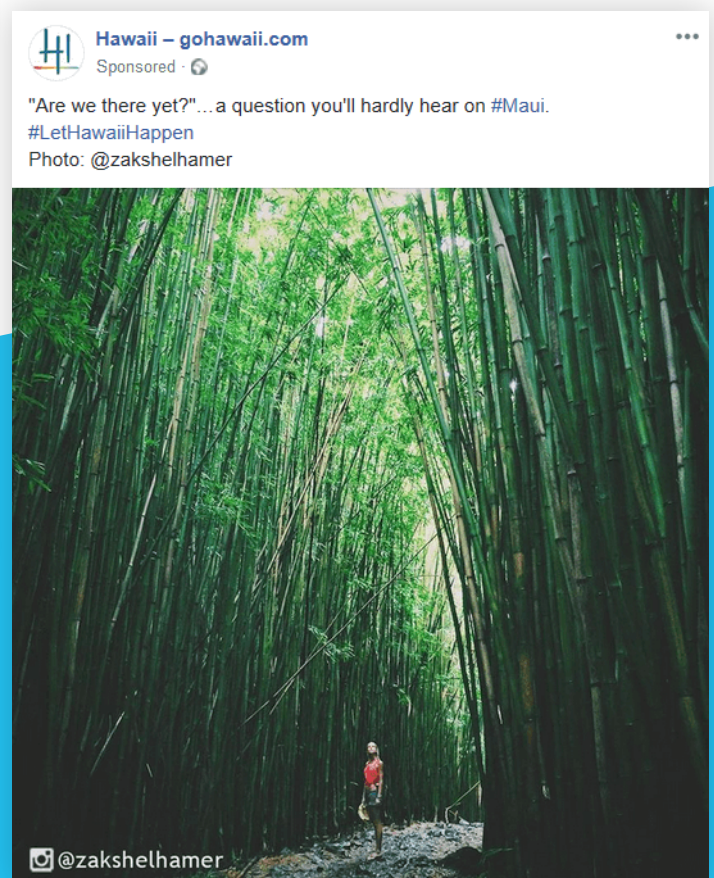
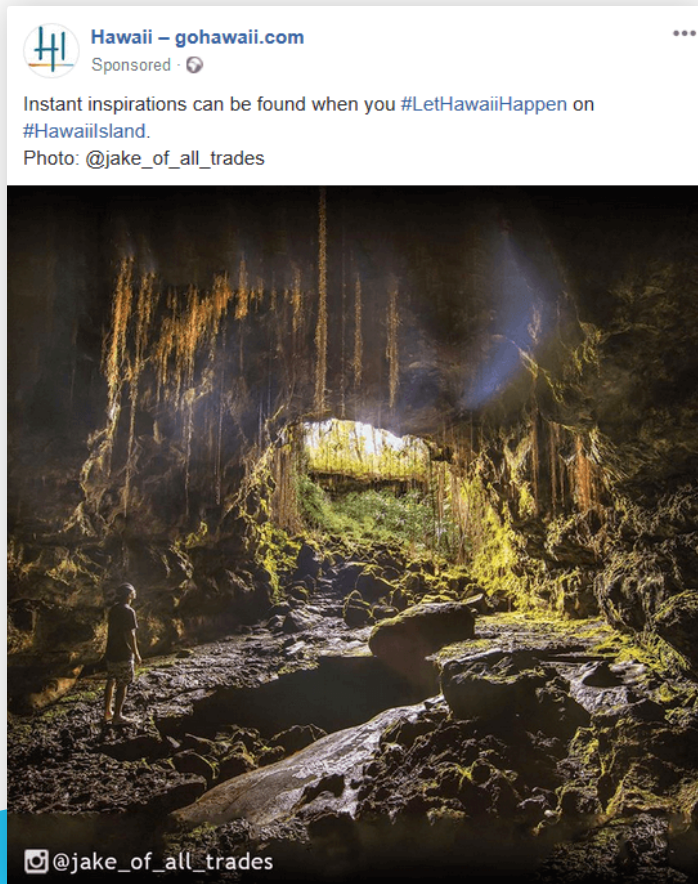
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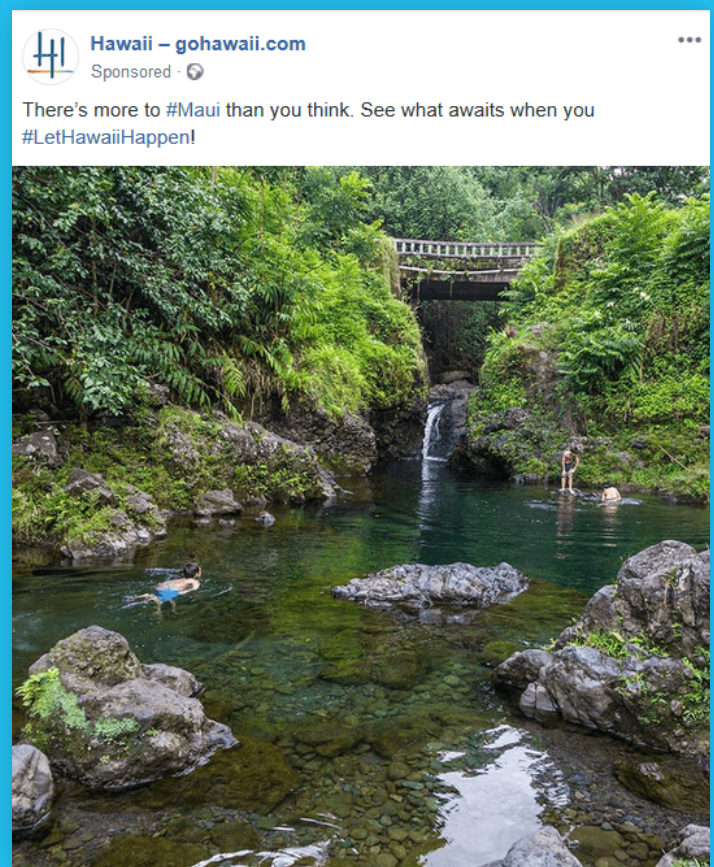


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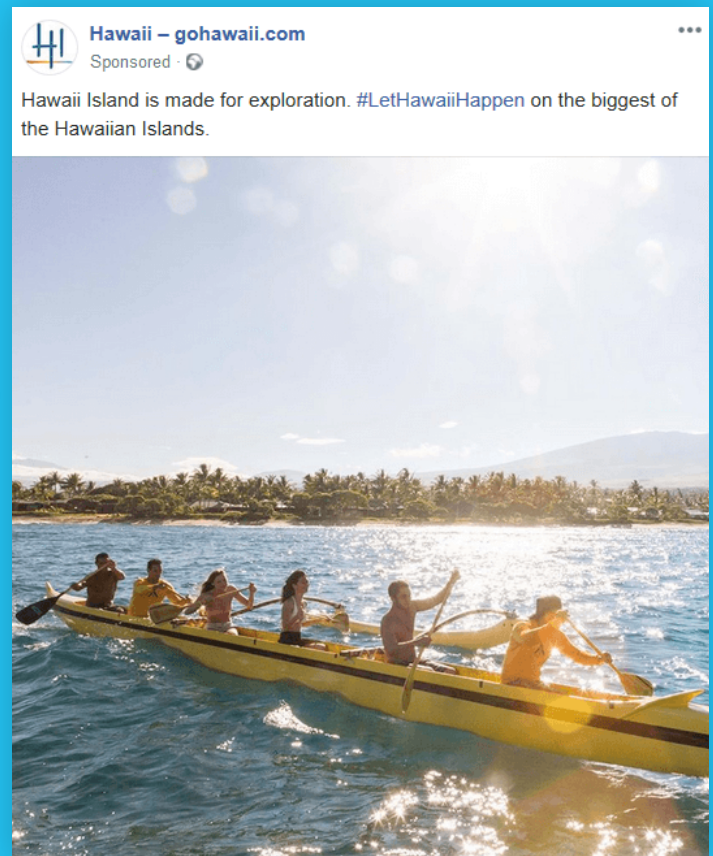
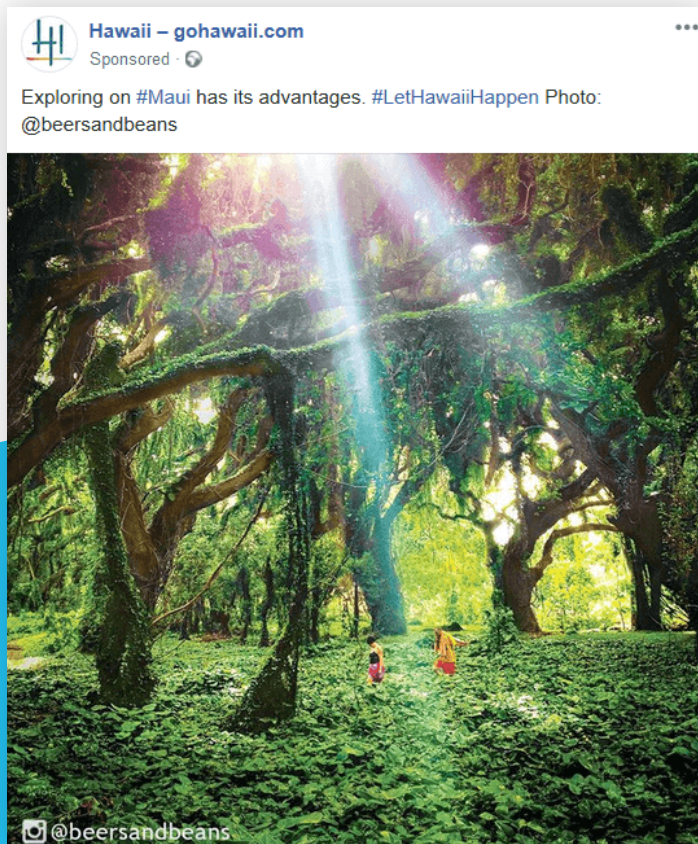
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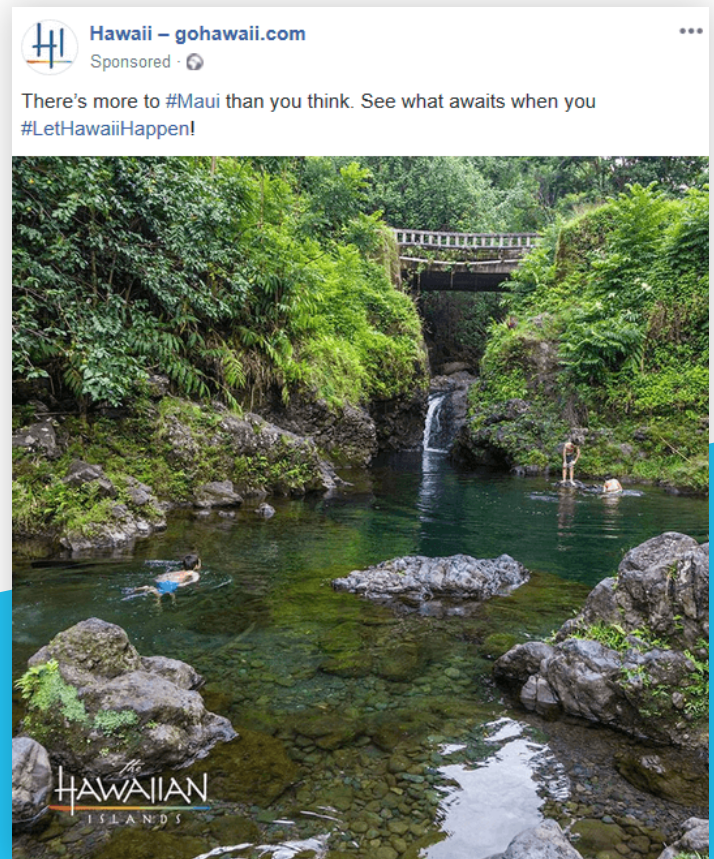
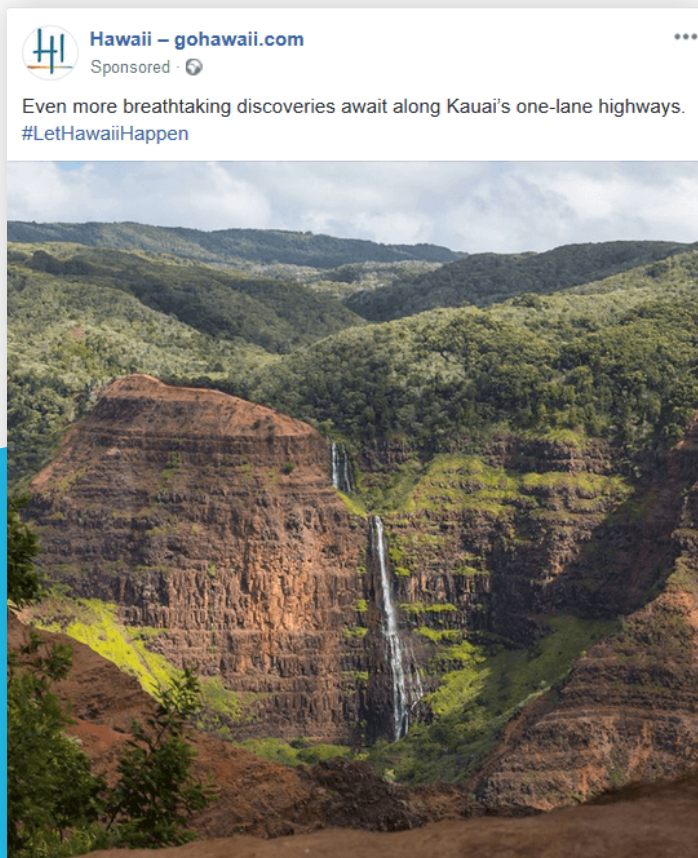


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From Hilo to Kona, the best moments happen somewhere in between.  
#LetHawaiiHappen #HawaiiIsland  
Photo: @jake\_of\_all\_trades



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Today we're celebrating Kamehameha Day. Each year, on June 11, Hawaii honors one of its greatest leaders, King Kamehameha. There are three statues across the Hawaiian Islands, to commemorate his legacy. This one can be found on the island of Hawaii in the small town of Kapaau.  
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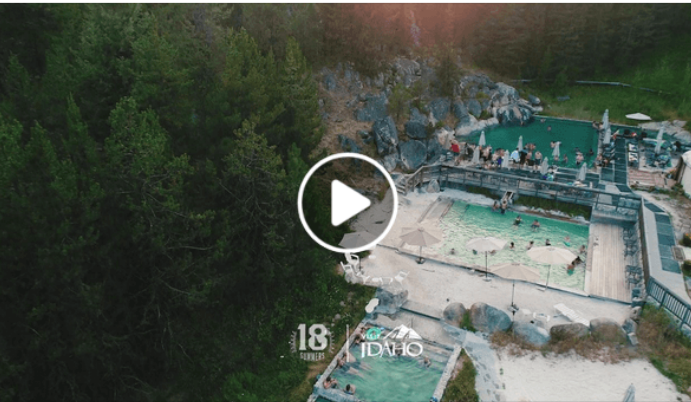
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BIG MOUNTAINS.  
BIG MEMORIES.**

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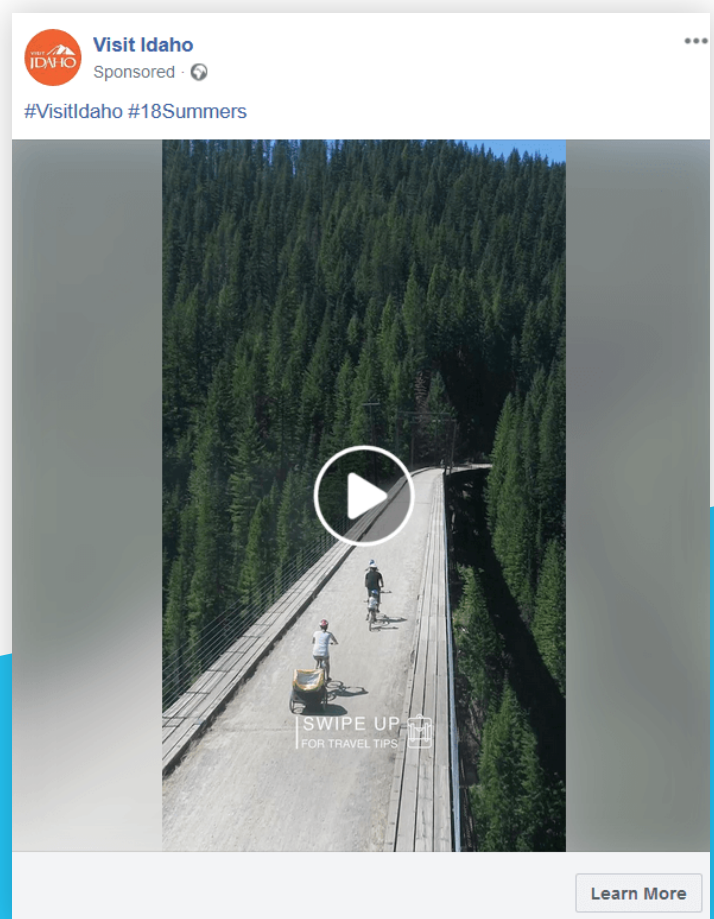
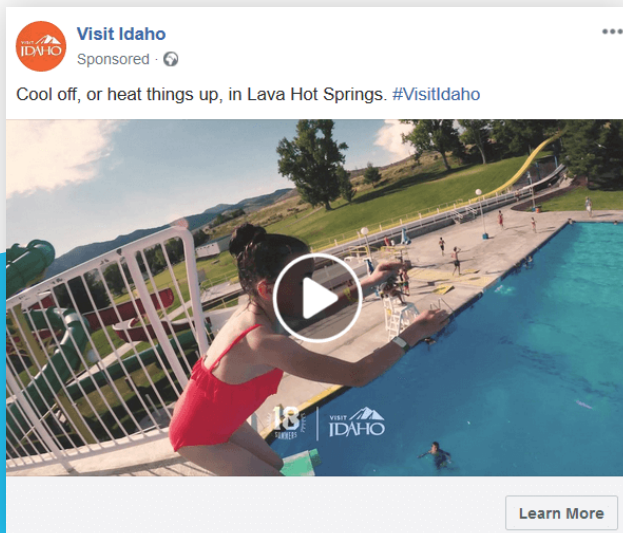
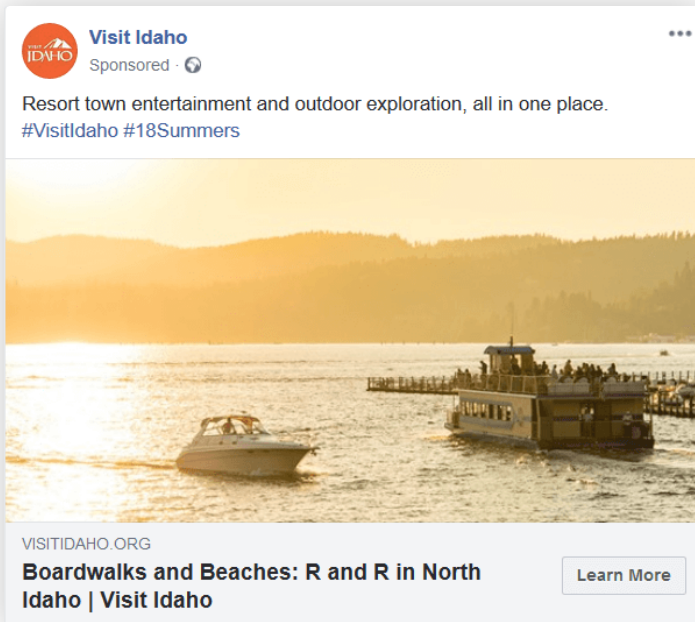
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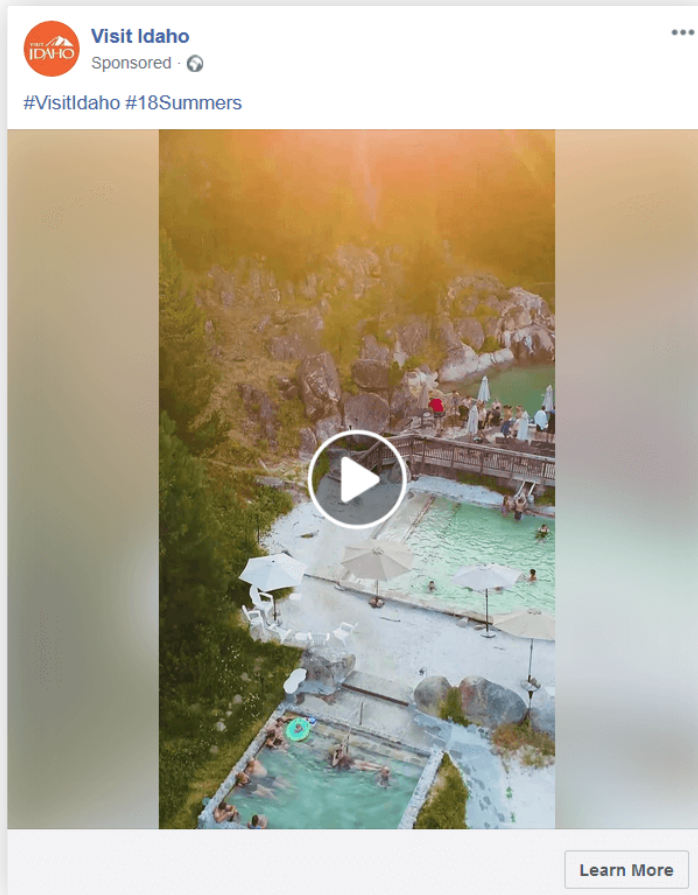


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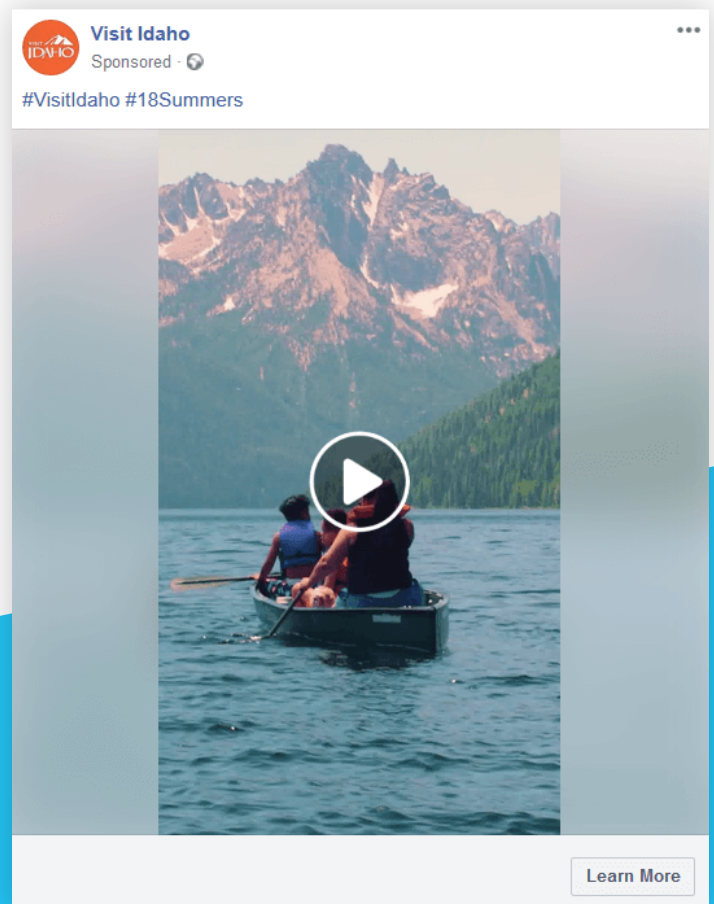
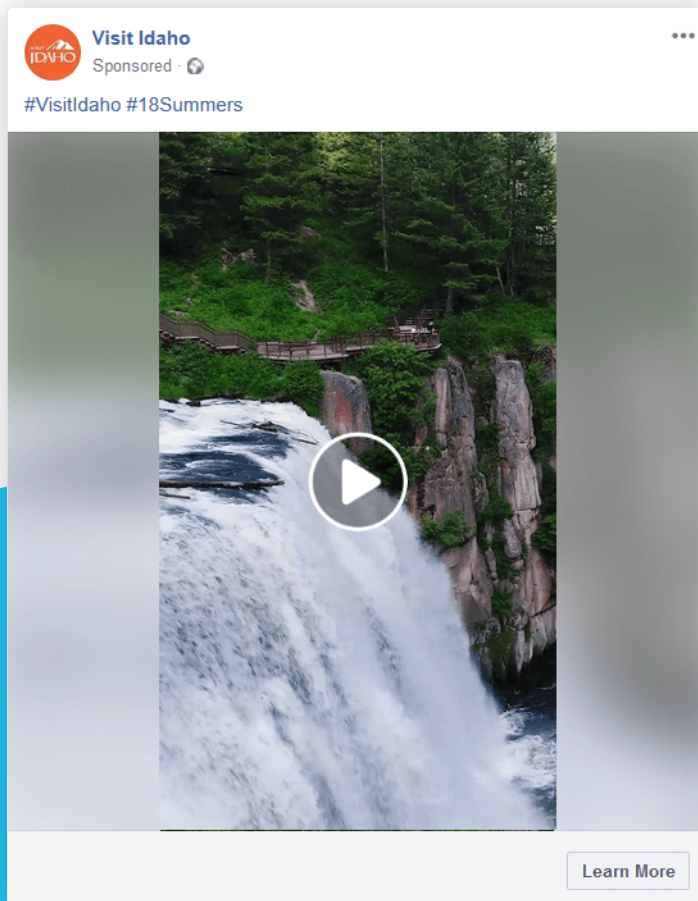


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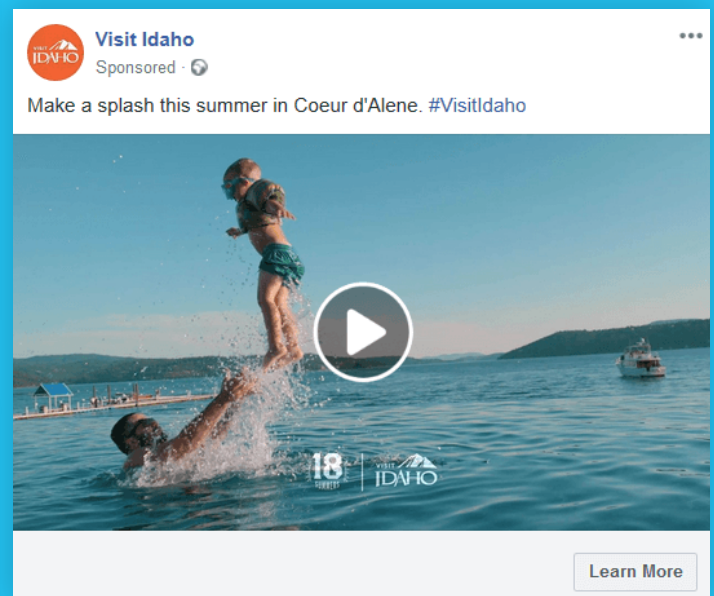
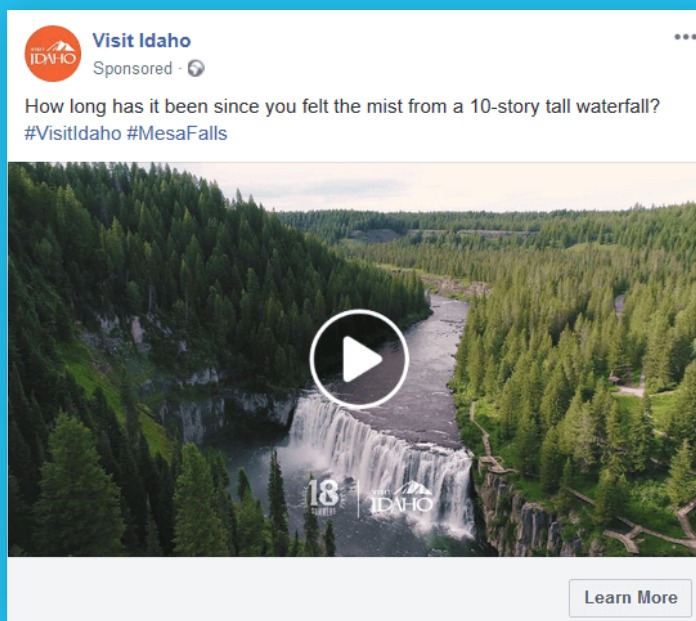


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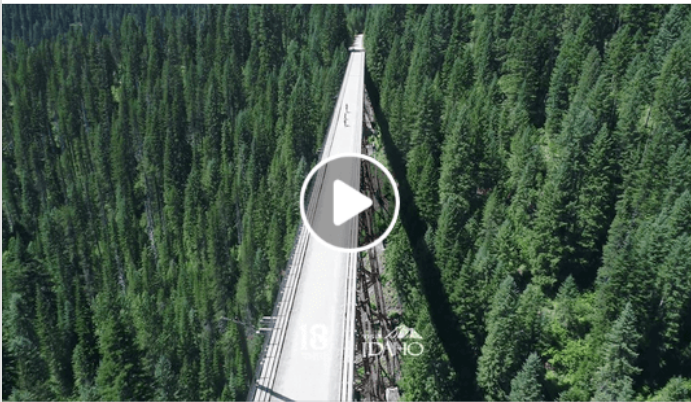


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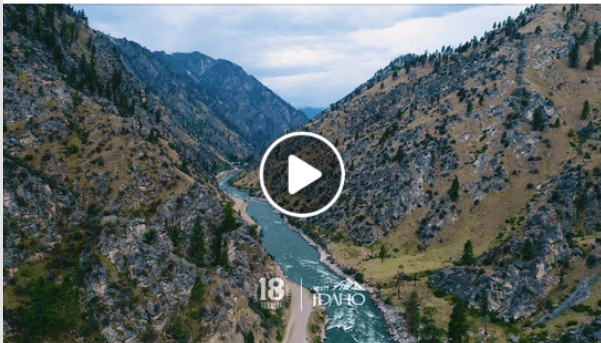
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White water rafting in an urban environment

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**Fontainebleau State Park**



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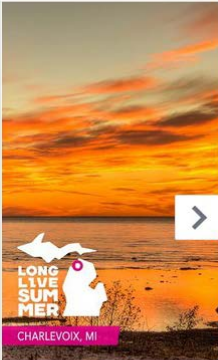
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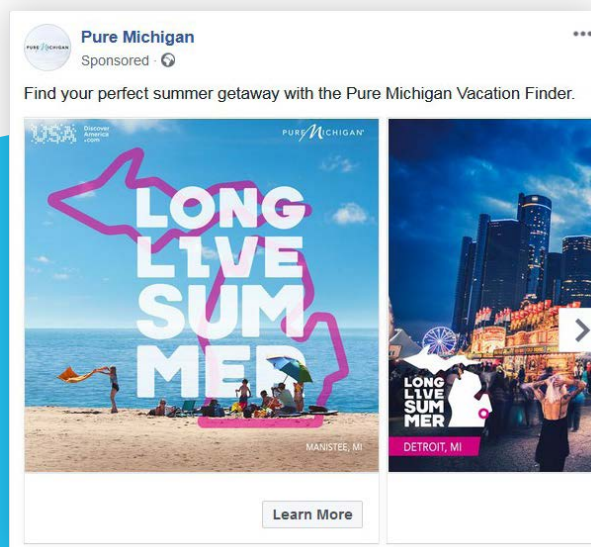
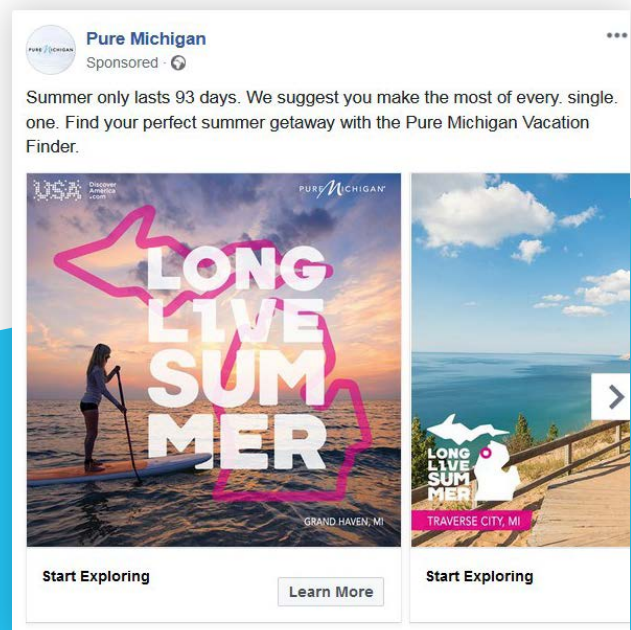
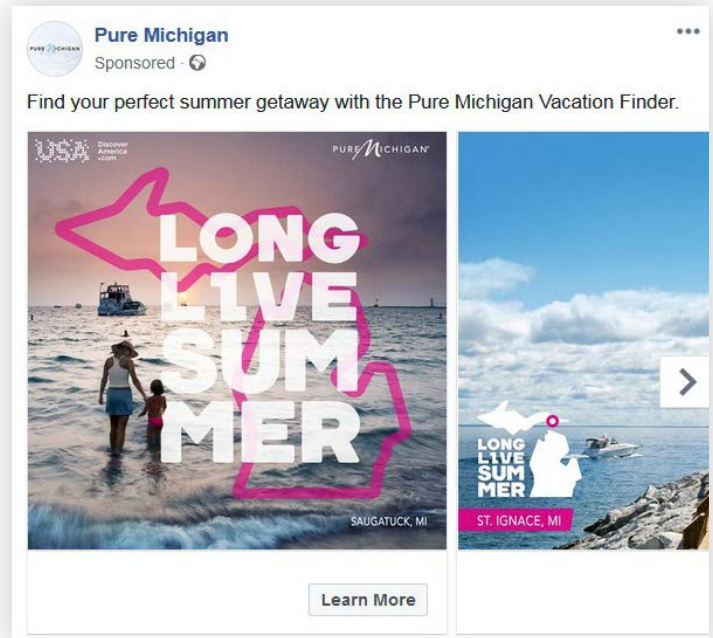
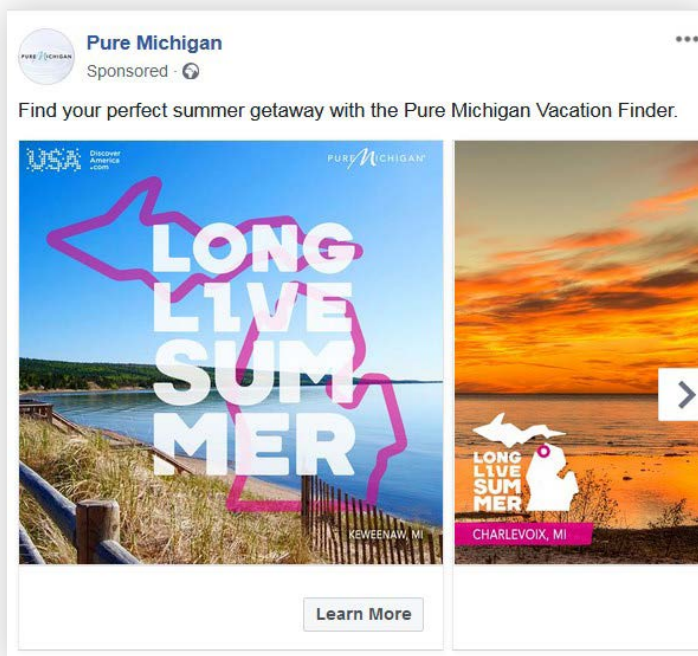


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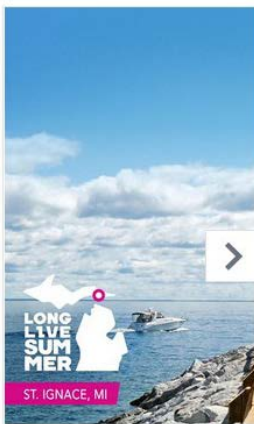
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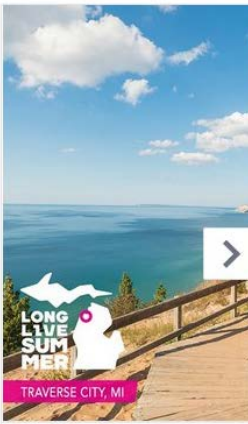
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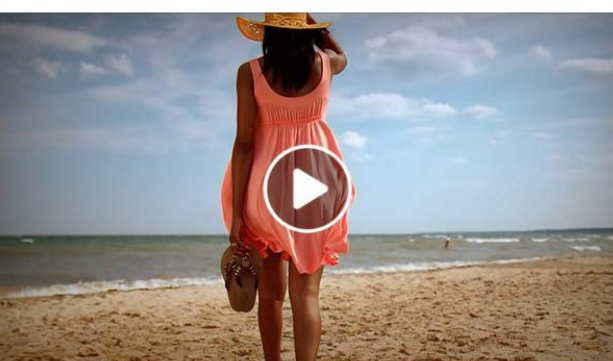
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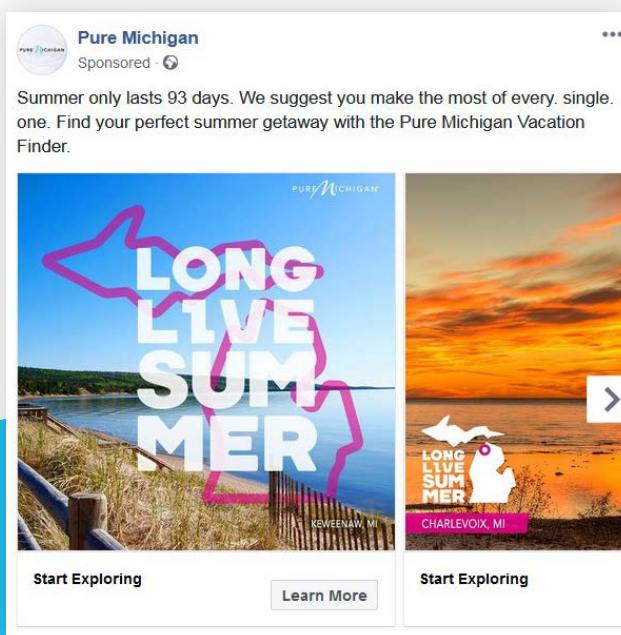
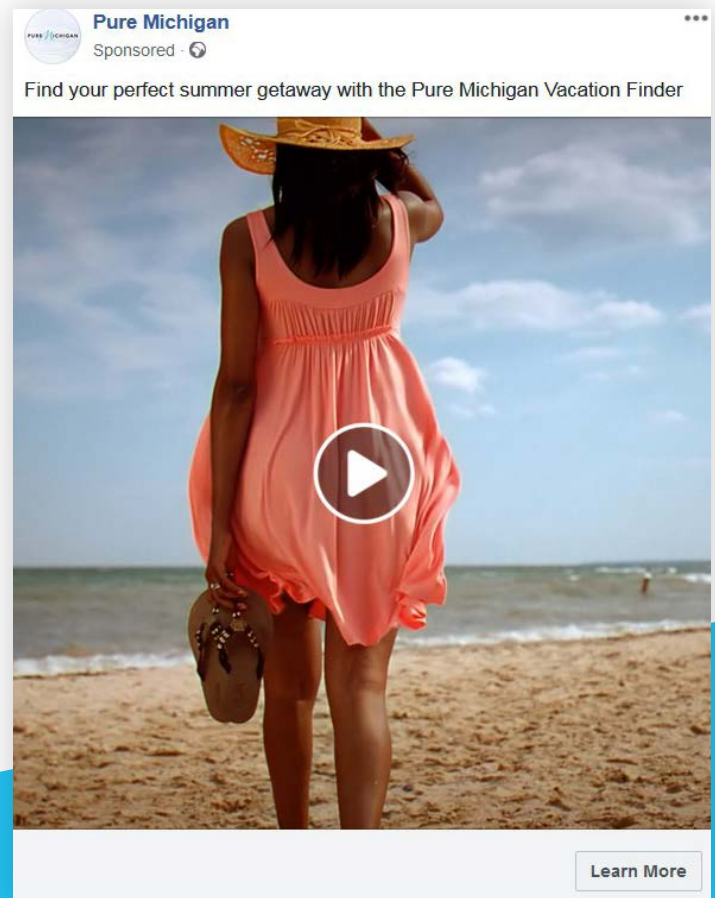
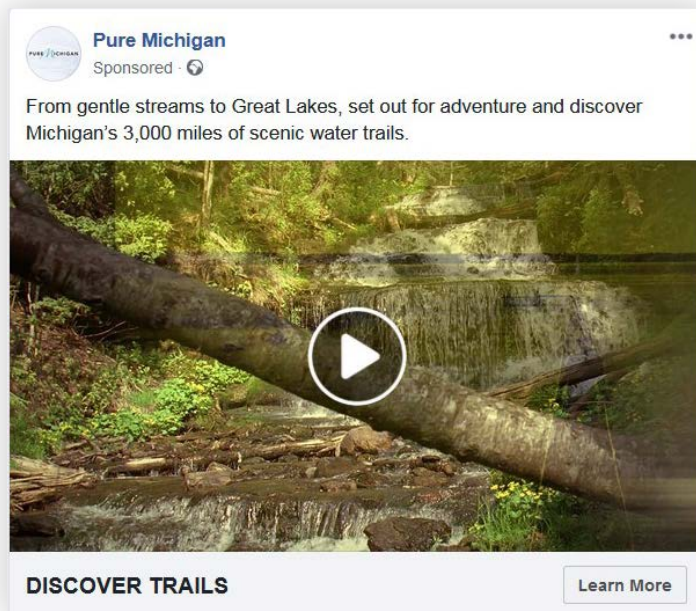
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Pack up your pooches, it's time to hit the road for a Pure Michigan summer adventure! We recommend Round Barn Winery, Distillery & Brewery in Baroda, just 2 hours from Chicago.



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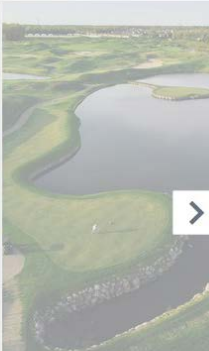
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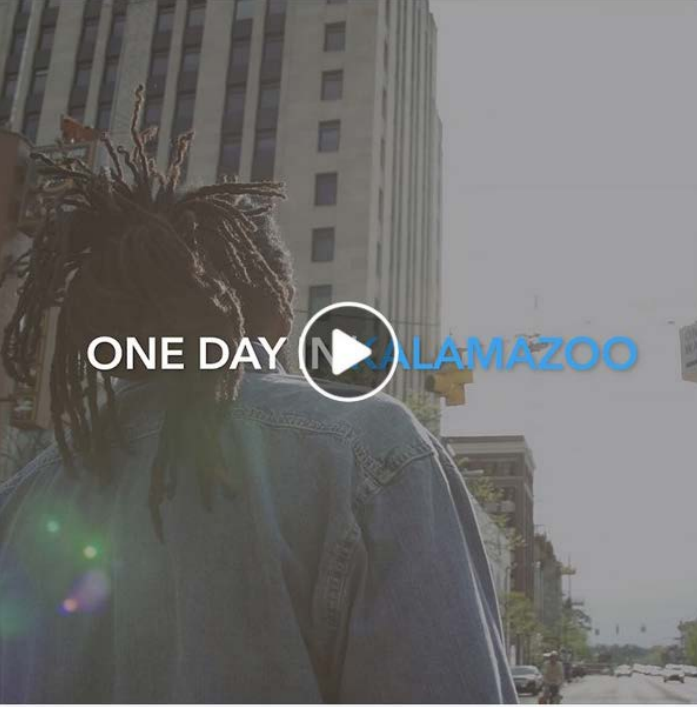


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Kzoo has many awesome places to eat, drink and explore. Watch the full video to discover the local gems and stories that make Kalamazoo great.



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The par 4 third hole at Arnold Palmer's "The Legend" at Shanty Creek Resorts presents players with a challenging tee shot on the narrow, gently sloping dog leg right, along with a spectacular view of Lake Bellaire.

Each week, we'll take you on a tour of one of Michigan's most distinctive golf holes, spanning from the dunes and bluffs of Lake Michigan to the craggy cliffs of the U.P. Join the fun by tagging a photo of your visit to one of the featured holes with #PureMichigan18 on Instagram or Twitter for a chance to win FREE golf! Visit <https://puremi.ch/2lxBbpy> to learn more. — with Traverse City Tourism.



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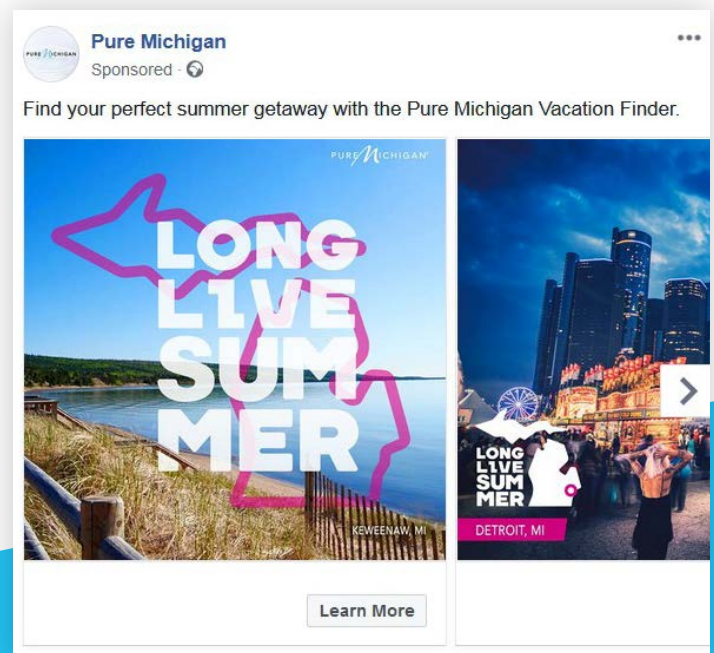
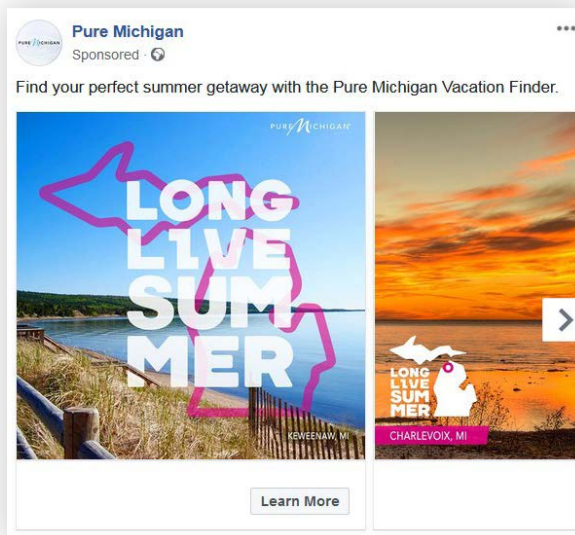


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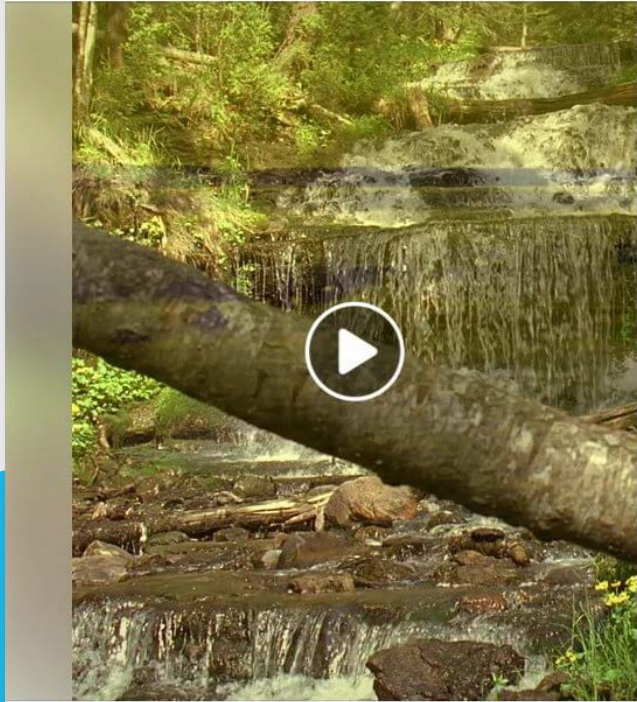
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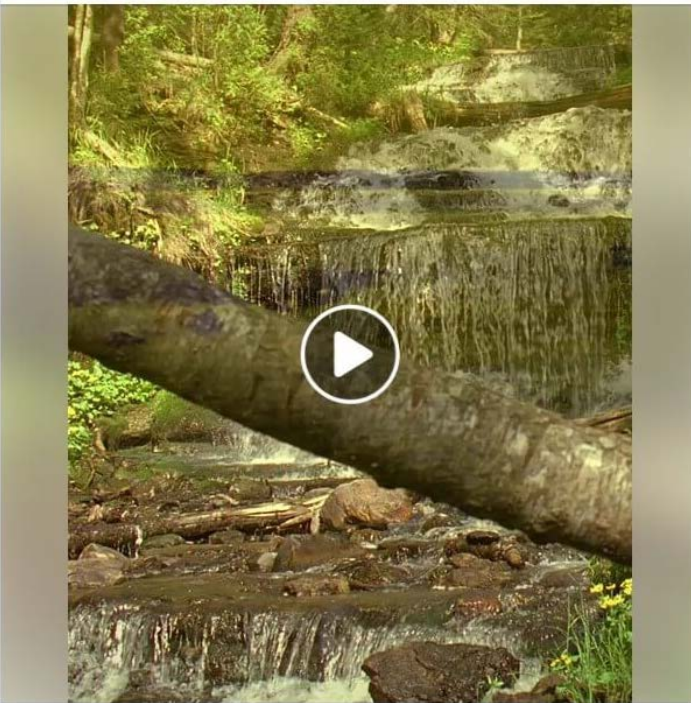


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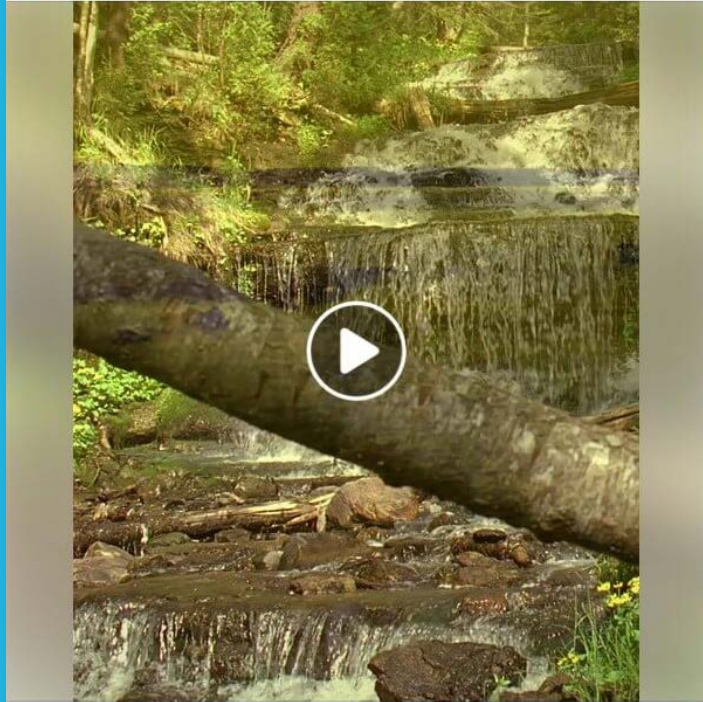
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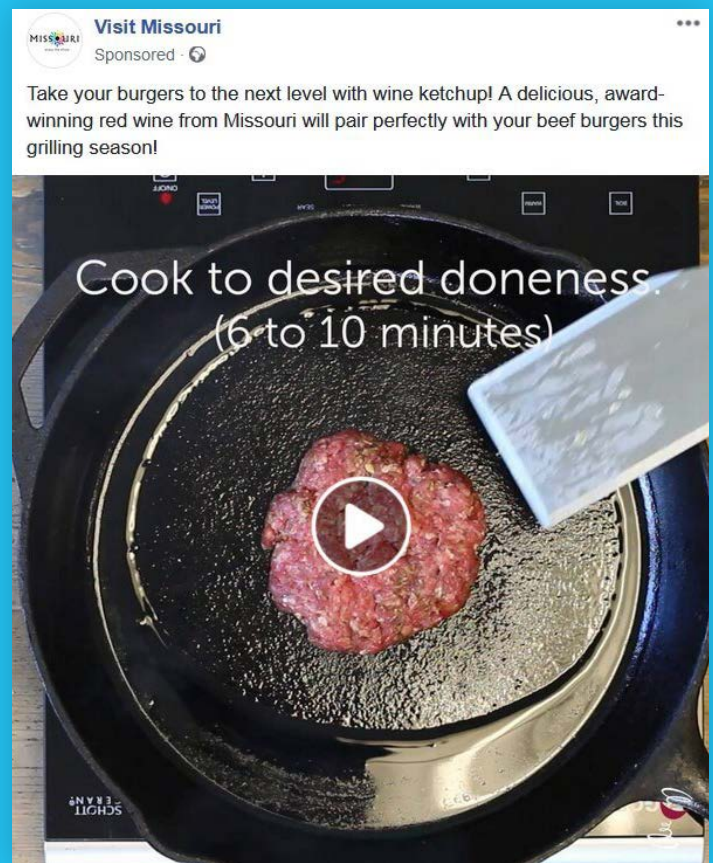
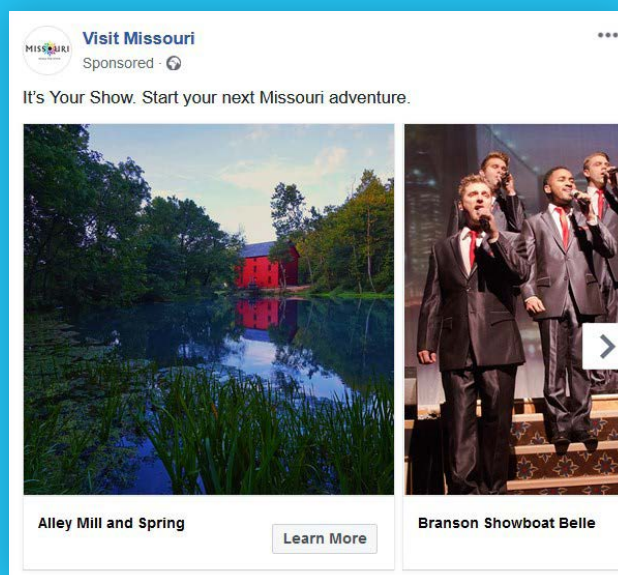
Where can you find a Pulitzer Prize and National Book Award winners all in one spot? Want to bring the kids....no problem, there's a child-friendly area under the shade of oaks on the Capitol lawn. Mark your calendars as Mississippi's "Literary Lawn Party" takes over downtown Jackson on August 18th! #VisitMS <https://bit.ly/2F7LFtP> Mississippi Book Festival



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Why not start with Washoe Lake State Park? A dynamic amount of outdoor adventure can be found at Washoe Lake State Park, like some of the state's only windsurfing opportunities, boating, fishing, hiking, horseback riding, and camping.

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
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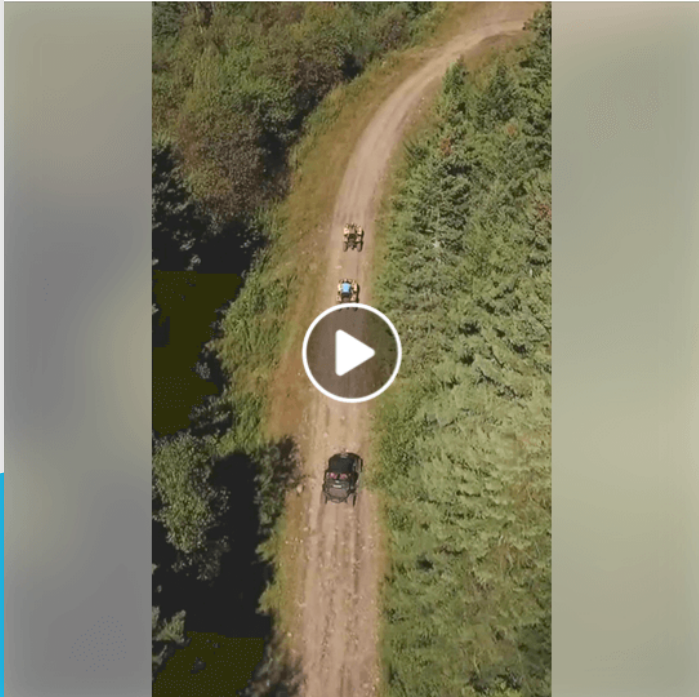
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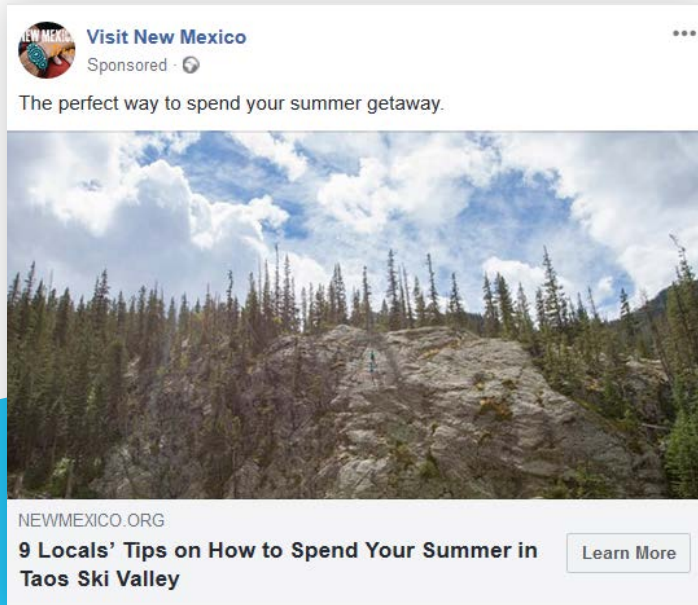
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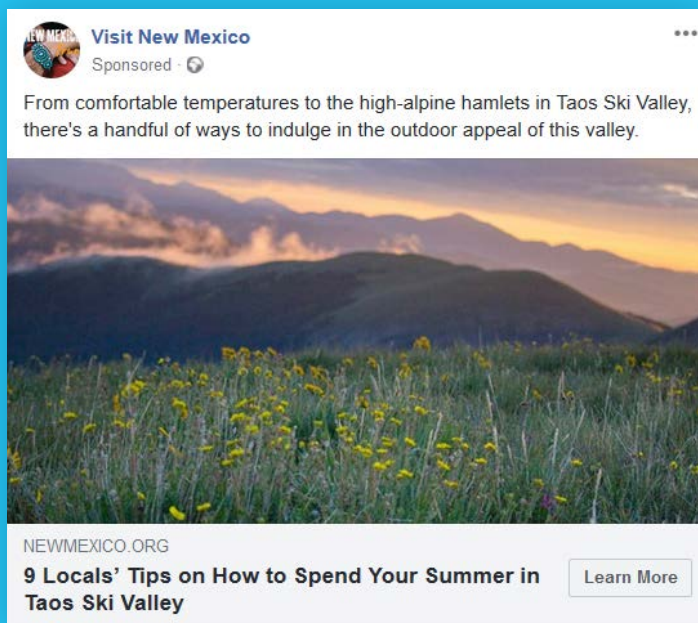


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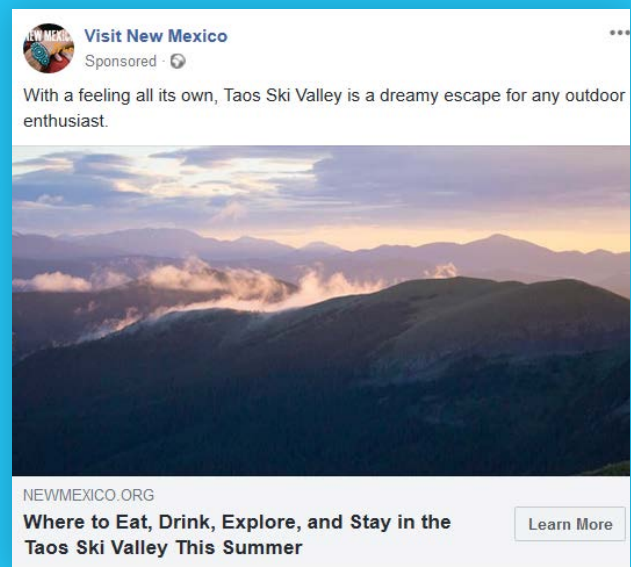


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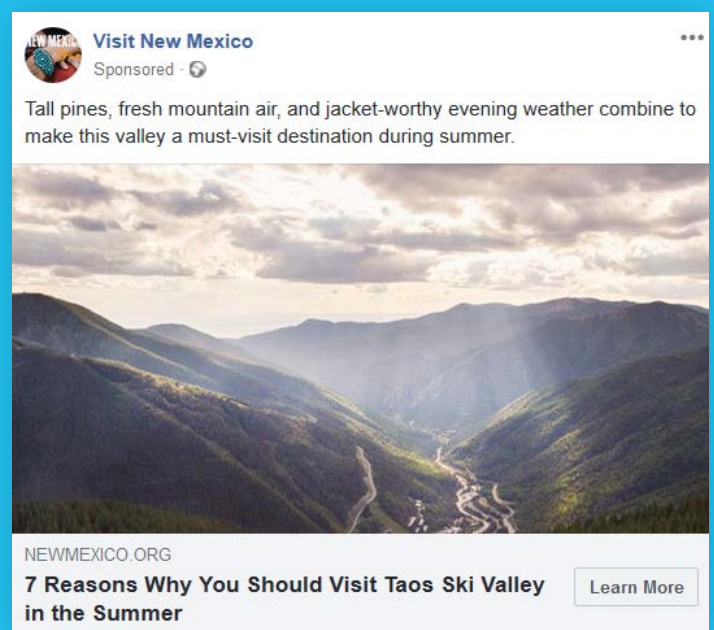
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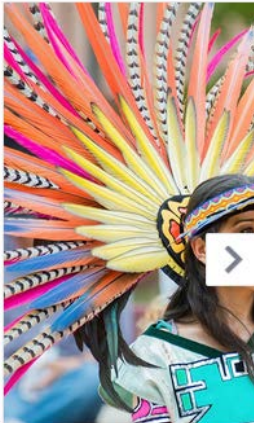
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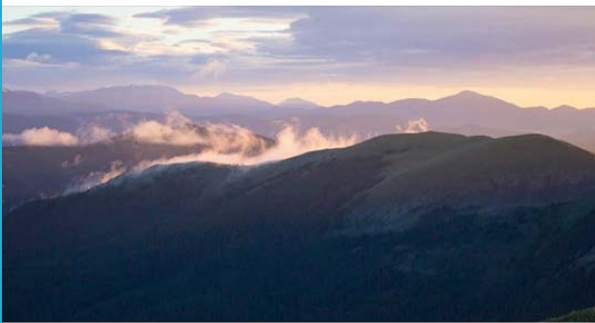
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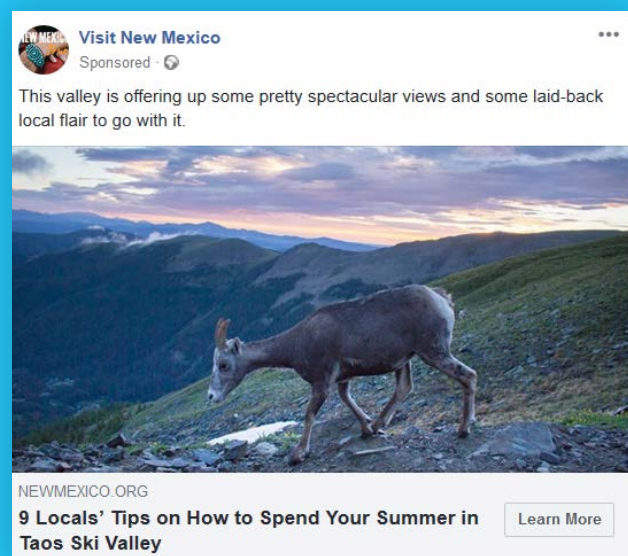
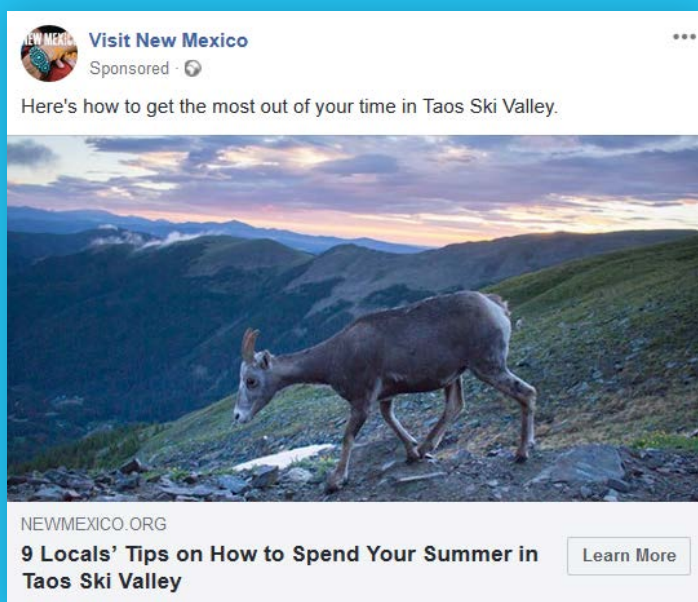
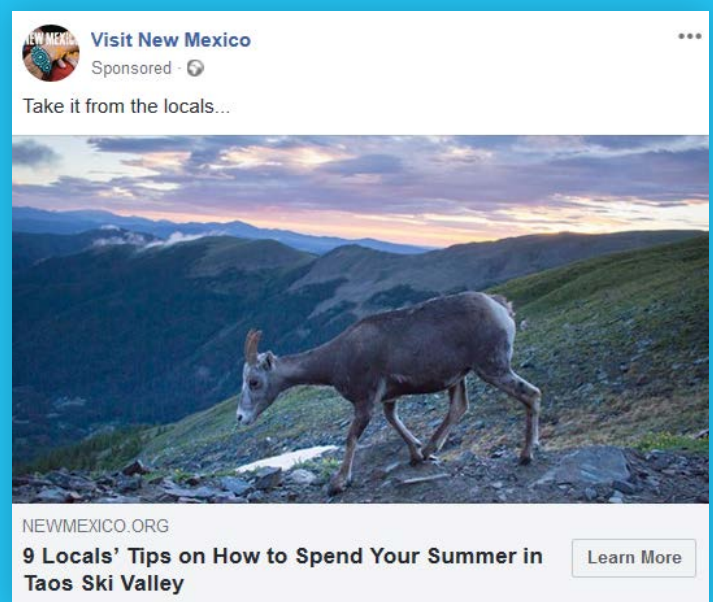
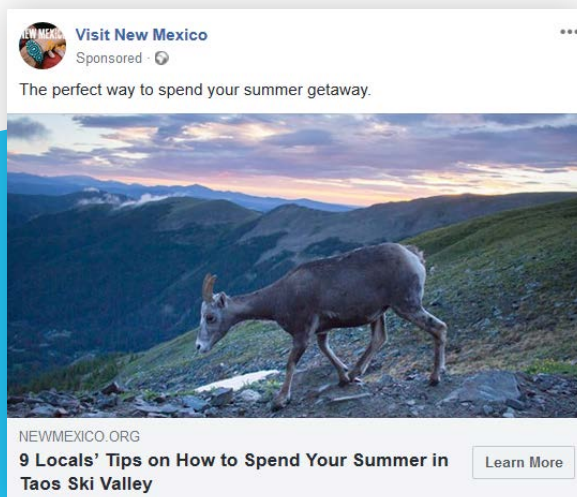
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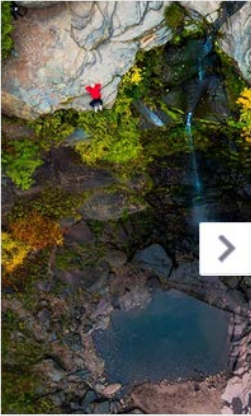
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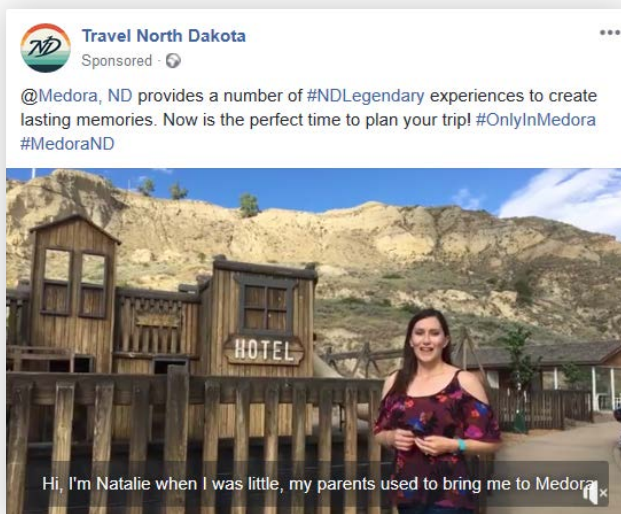
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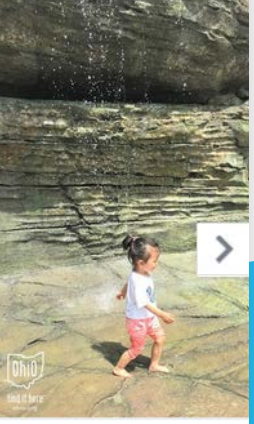
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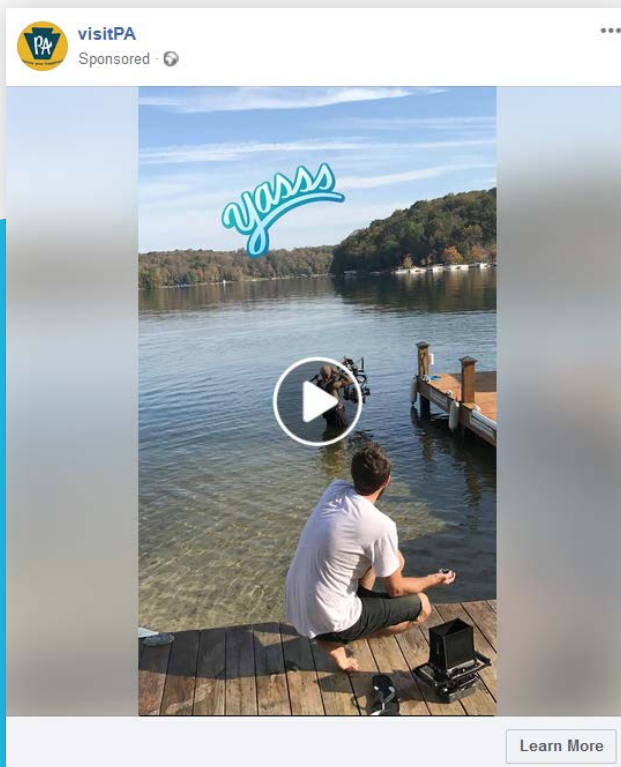
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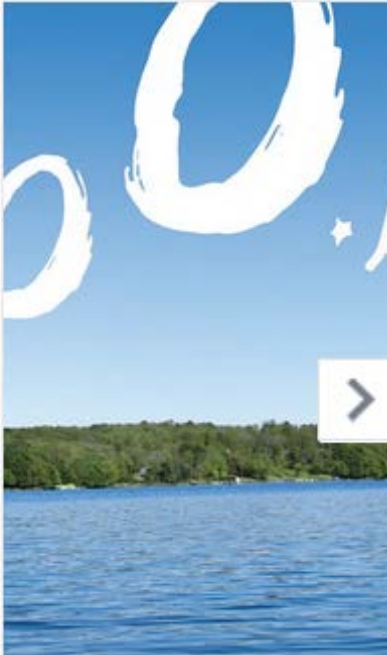
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From the locally sourced peaches to the homemade batter, it will have your mouth watering.

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See how Brandon Velie made Juniper a culinary destination that's well worth the drive!



Follow an SC Chef  
**BRANDON VELIE**

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Create lifelong memories on a getaway to the warm beaches of South Carolina!



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Discover all the great food that makes South Carolina such a tempting destination, from the mountains to the sea.



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**Dig into SC food**

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With thousands of miles of uncrowded tidal creeks, inlets and rivers in SC, the boat's always pointed towards fish. #FishInSC #DiscoverSC



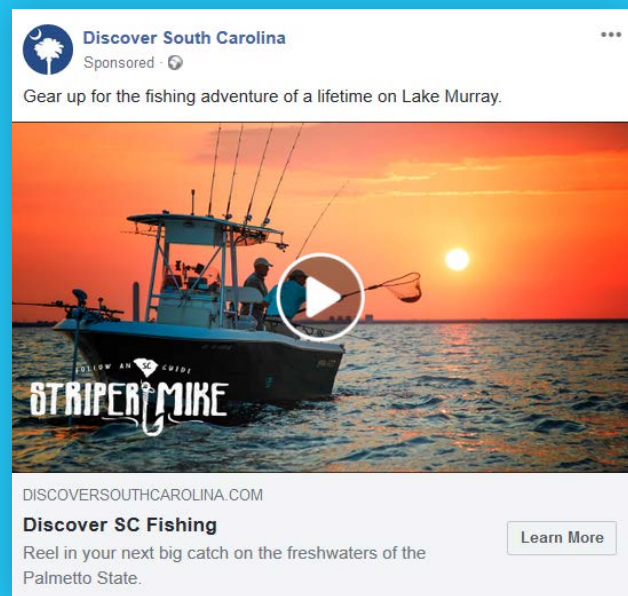
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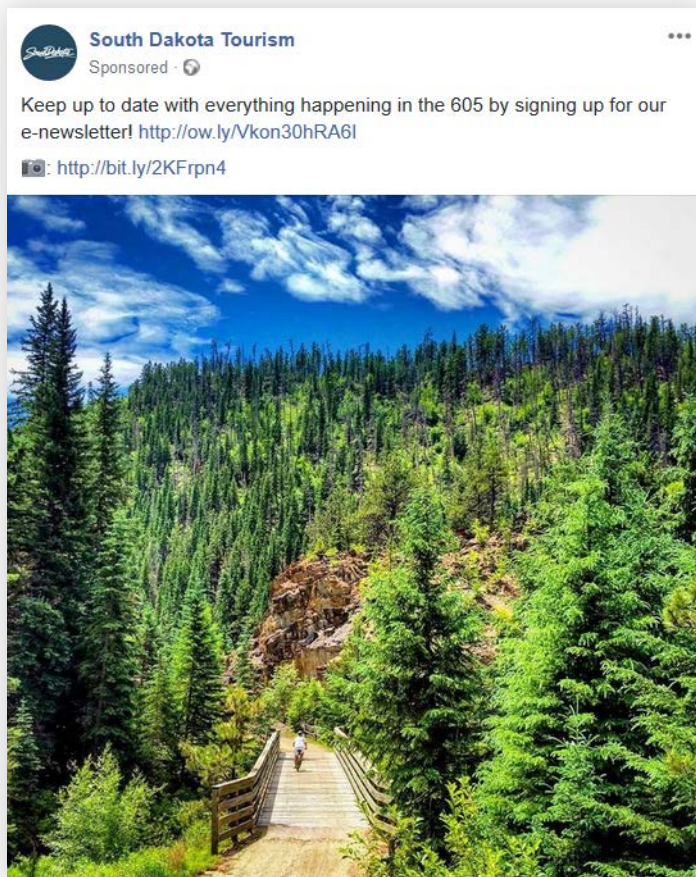


# Discover South Carolina



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# South Dakota Tourism






# Tennessee Vacation

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Here's what to get up to in this fun-sized city! 😊 — with Tennessee Vacation.



HANDLUGGAGEONLY.CO.UK  
**Things To See And Do In Knoxville, Tennessee In 24 Hours**  
Honker down! This is one long post and definitely one that's probably best...

**Hand Luggage Only**  
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This is one of the best way to start a trip to Memphis... 🍷 🍻 😊 — with Tennessee Vacation.



HANDLUGGAGEONLY.CO.UK  
**Where To Party In Memphis, Tennessee**  
When we decided to go to Tennessee, I knew pretty much straight away...

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# Tennessee Vacation

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This place was such a surprise - in so many ways! Come see why. — with Tennessee Vacation.



HANDLUGGAGEONLY.CO.UK

**Visiting Graceland – The Home Of Elvis Presley**

I had no idea at the time but this very day in Memphis would revolve in a...

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Fun things to do in Music city! 🎸 — with Tennessee Vacation.



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**24 Hours In Nashville, Tennessee**

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These are some very important places to visit in Memphis, Tennessee - for very different reasons. — with Tennessee Vacation.



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Lagos y Ríos



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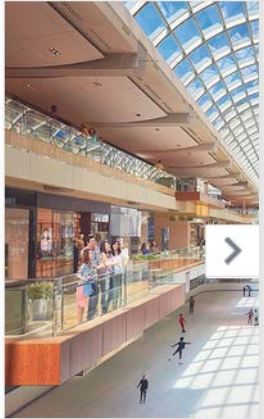
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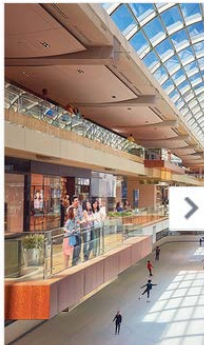
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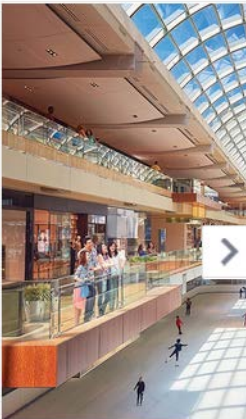
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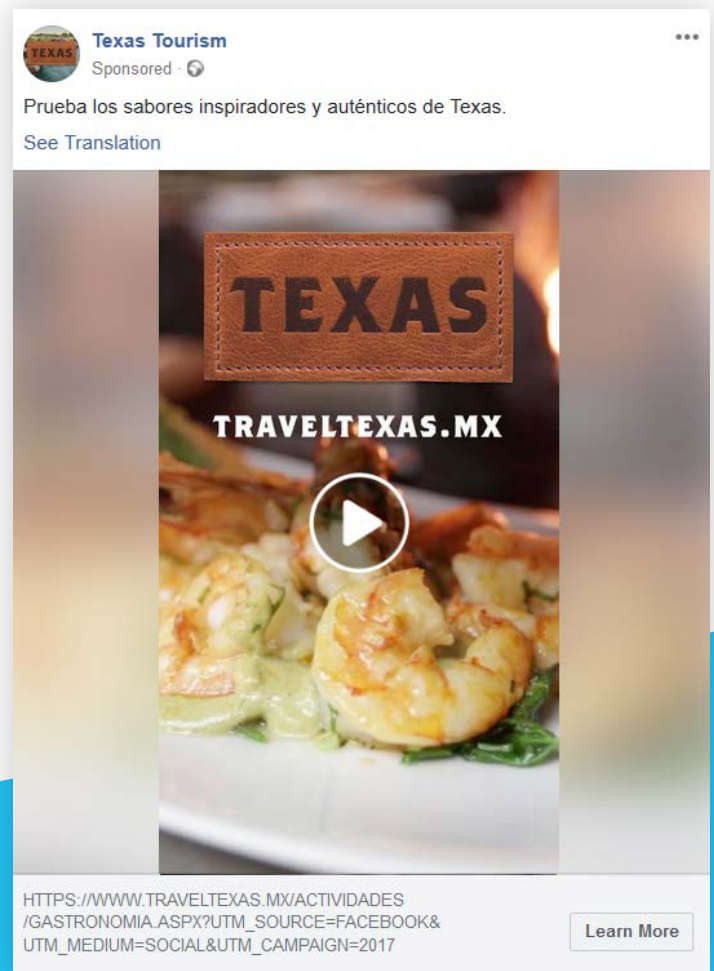
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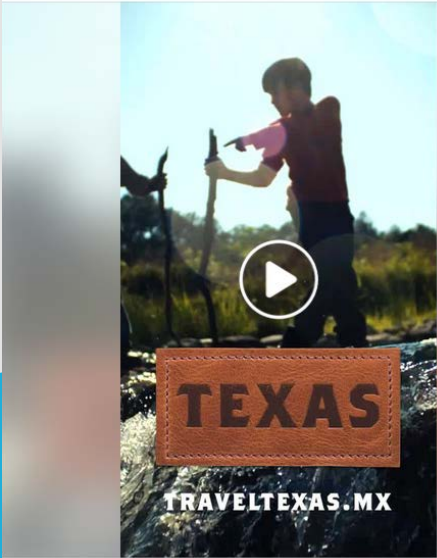
You've got an epic trip to Texas right in the palm of your hand. Let's see where the day takes you.



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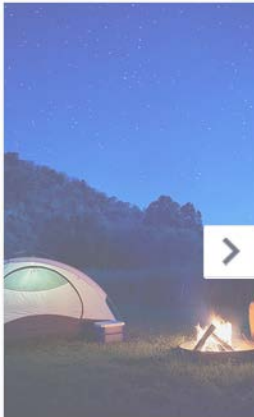



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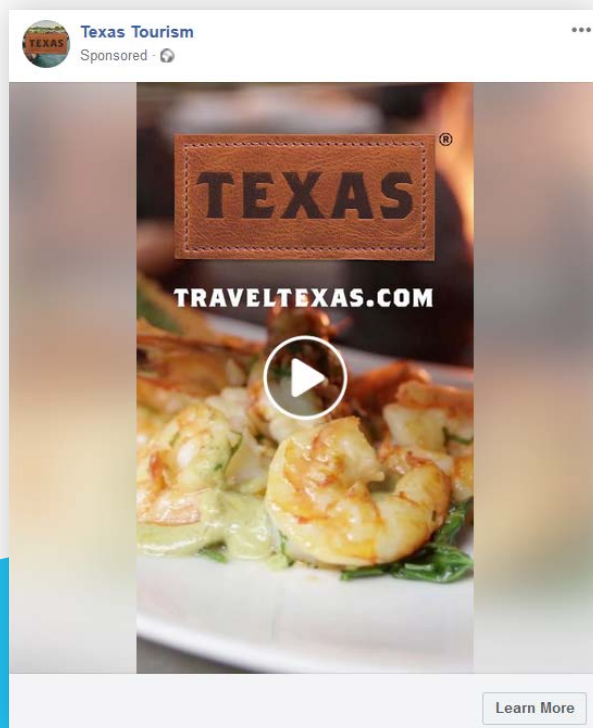
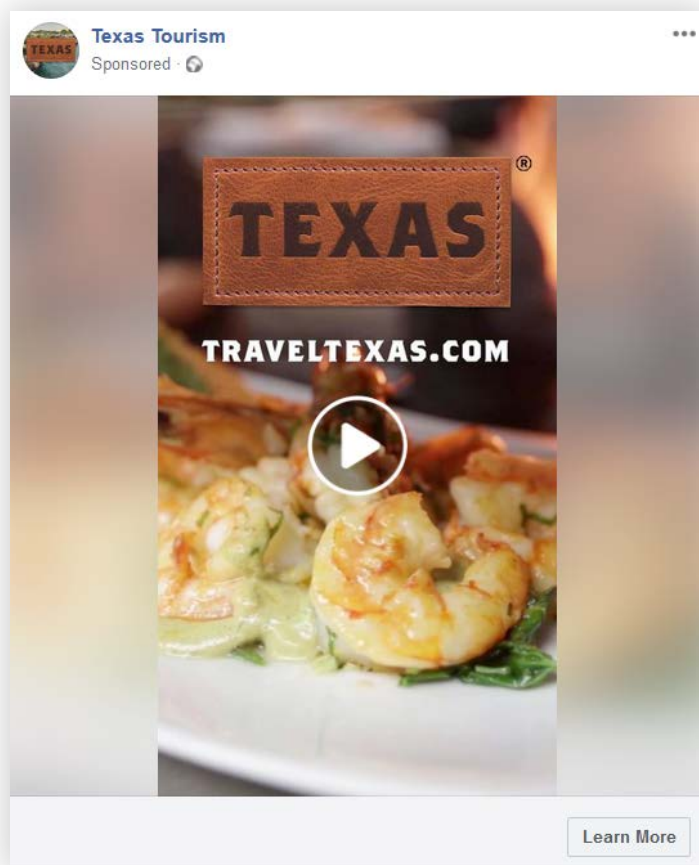
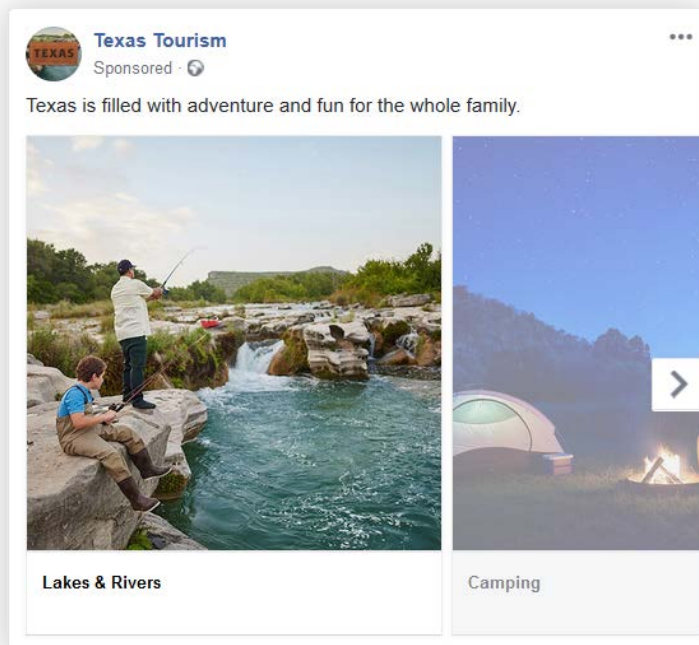


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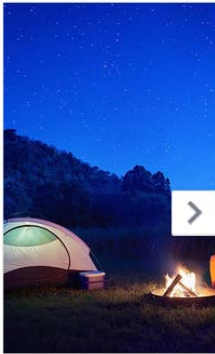

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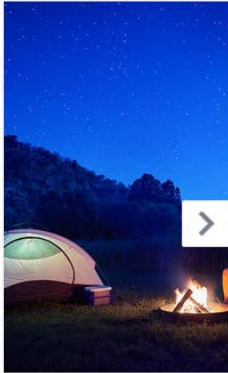
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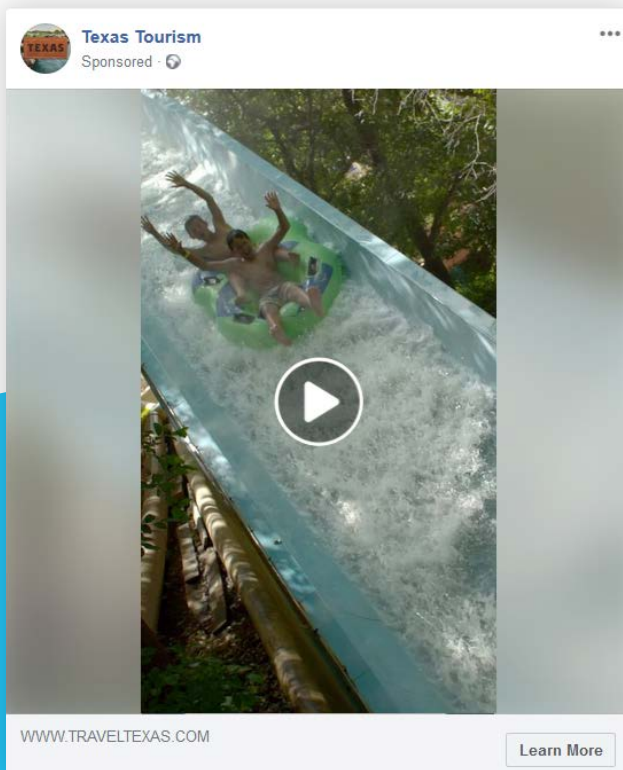
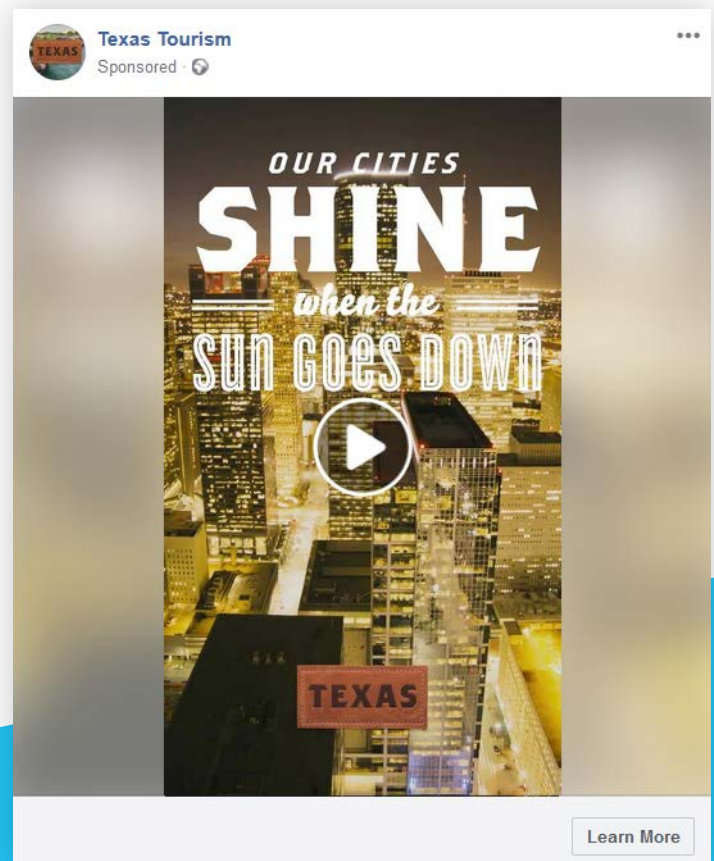


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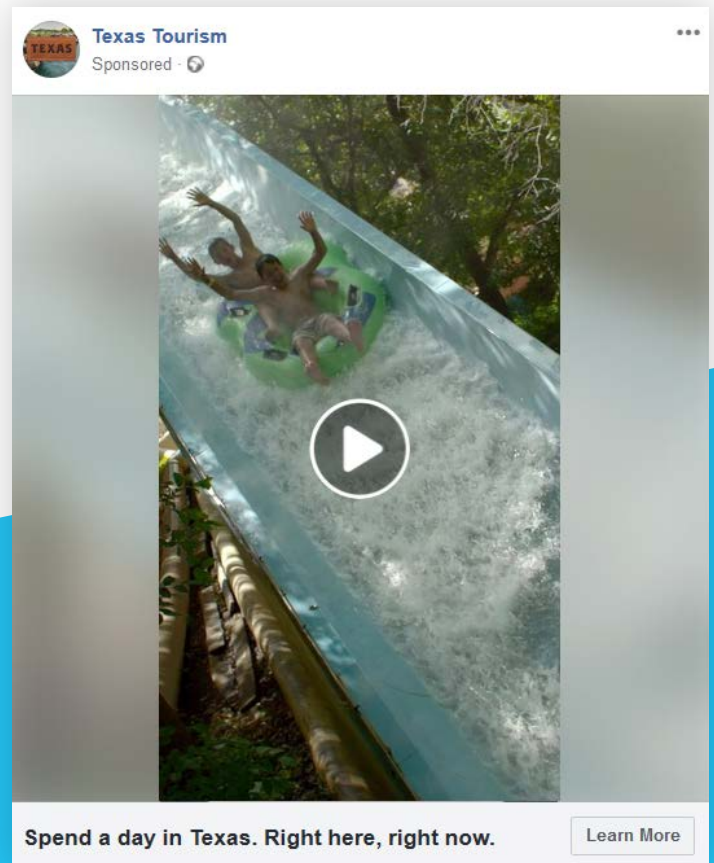
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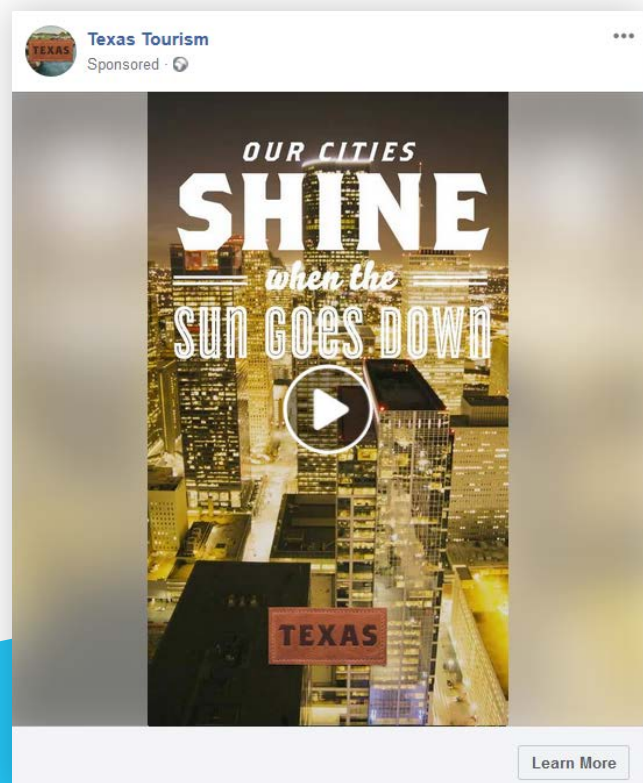


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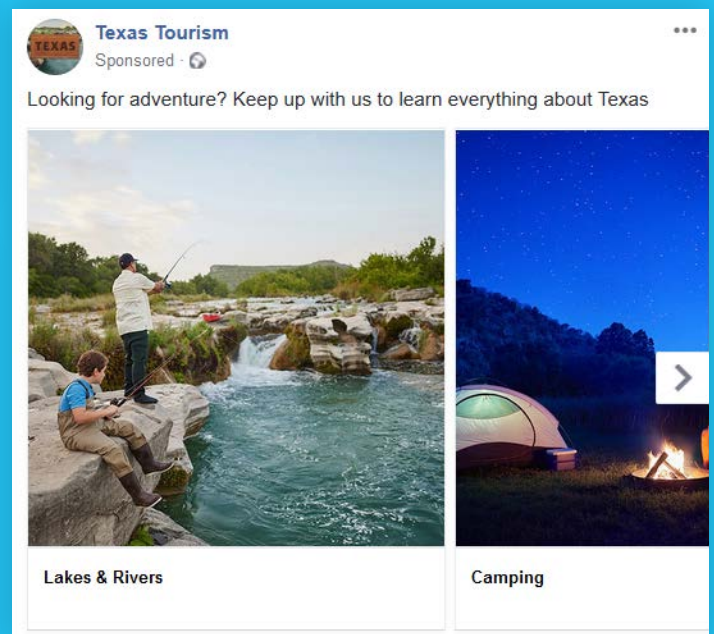
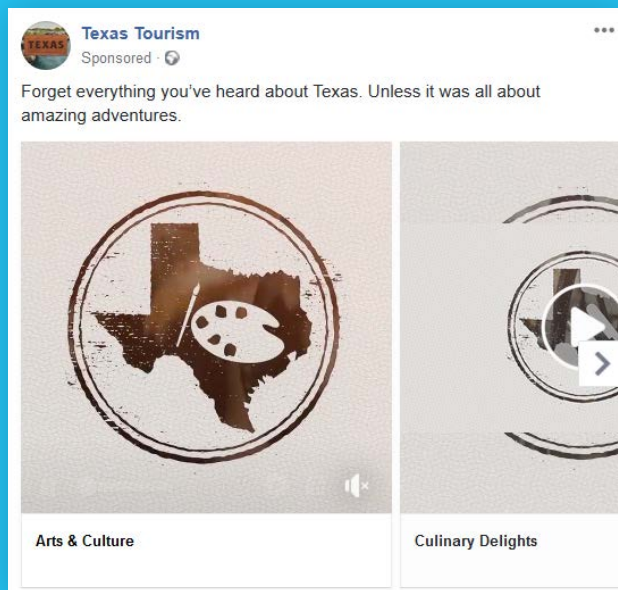
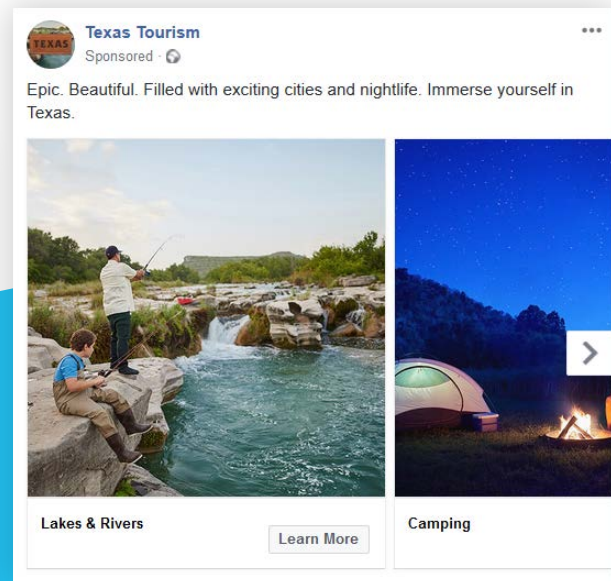
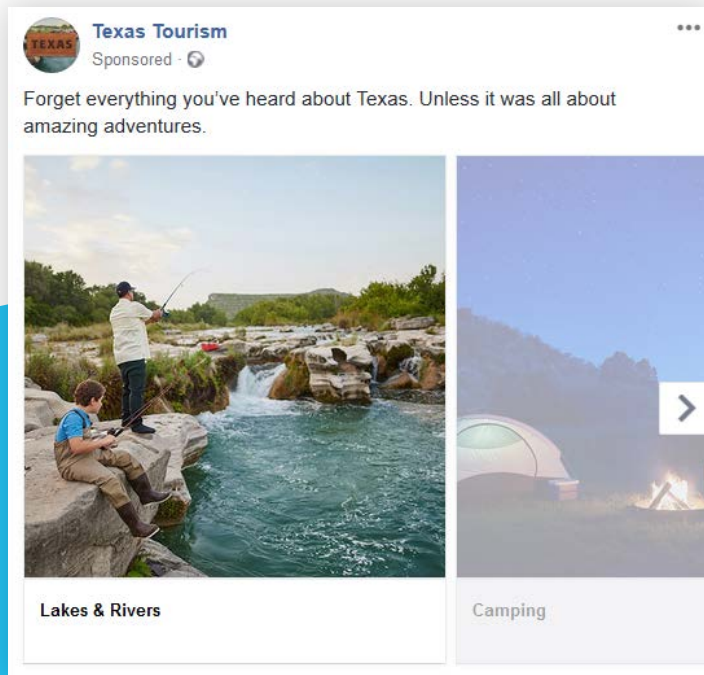
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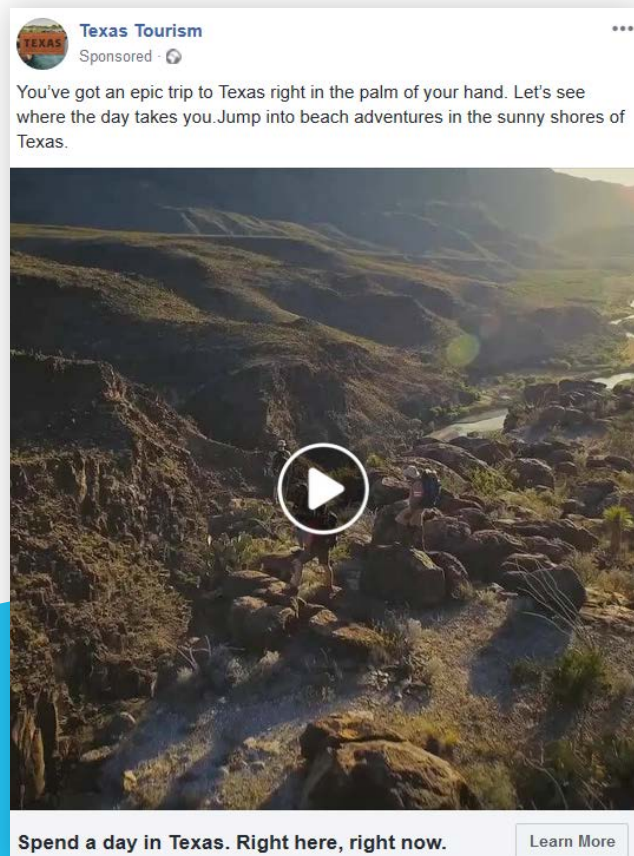
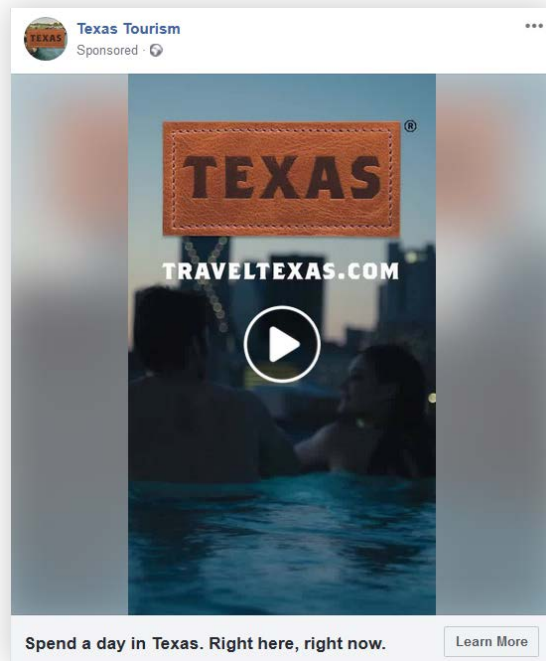
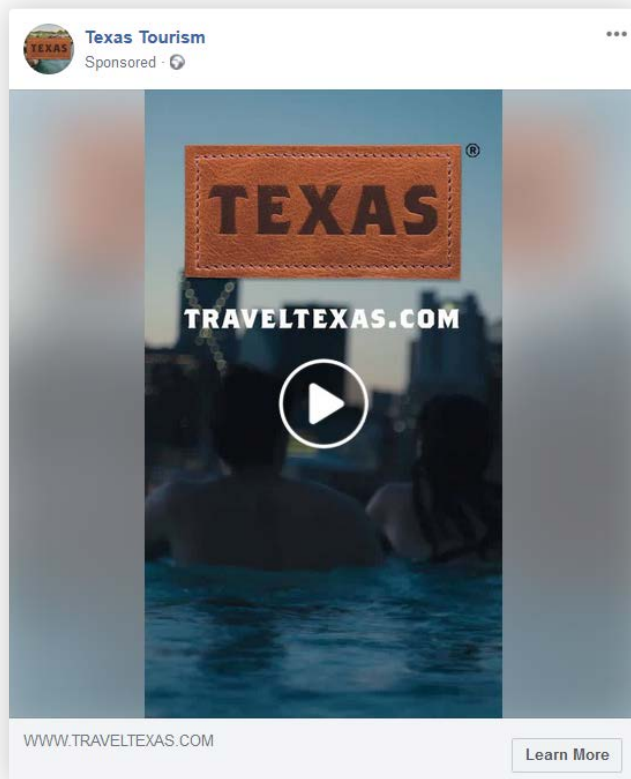


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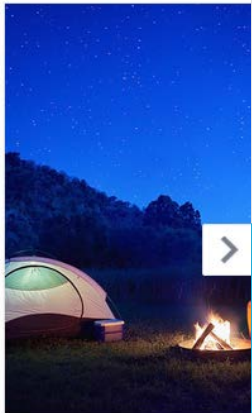

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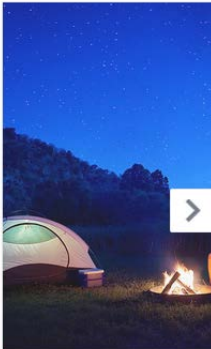



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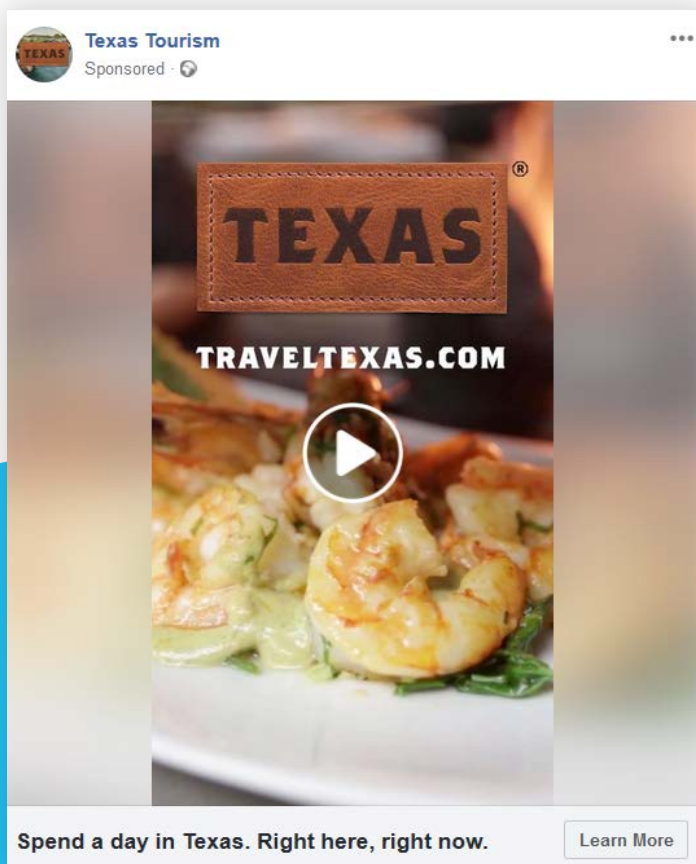
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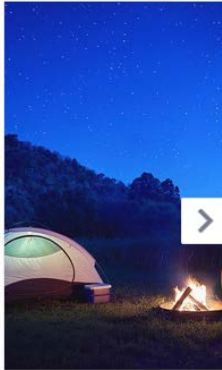
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An insider's guide to Logan's hidden gems.



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Locals share their favorite ways to enjoy this charming mountain town.



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Ogden may be best known as a ski destination—with...

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The foolproof way to experience the best of this off-the-beaten-path mountain town.



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You already know Ogden for winter skiing. Now, these locals are here to tell you about the best of the rest.



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**How to Explore Ogden Like a Local This Summer**

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The top 10 tips from locals on how to make the most of your time in Ogden.



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**How to Explore Ogden Like a Local**

With more than 260 miles of trails, access to water, and a...

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The Provo area is home to scenic fly-fishing, kayaking, hiking, biking and more. Have you experienced all Provo has to offer?



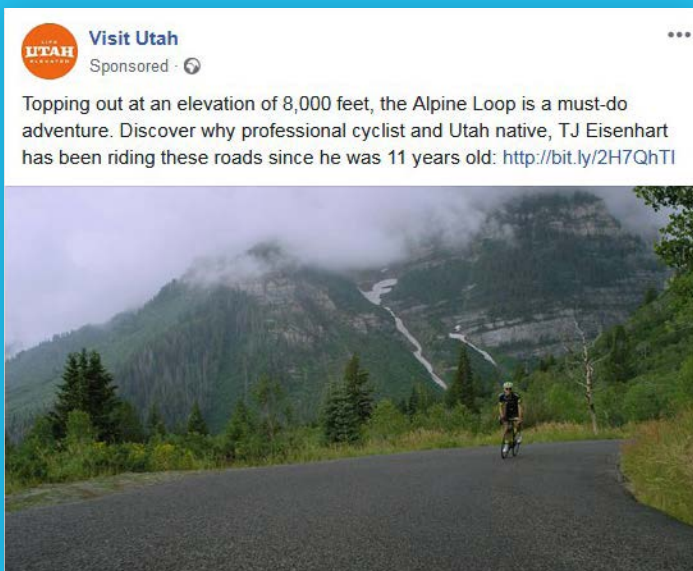
**Cycling The Alpine Loop**

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**Provo River Fishing Adventure**

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When is the last time you faced a challenge this breathtaking?



WWW.VISITUTAH.COM  
**Road Cycling in Utah**  
Whether you're packing for the national parks or...

[Learn More](#)


**Visit Utah**  
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The Great Salt Lake: eleven recognized islands and one unforgettable sunset. PC: Matt Morgan #VisitUtah

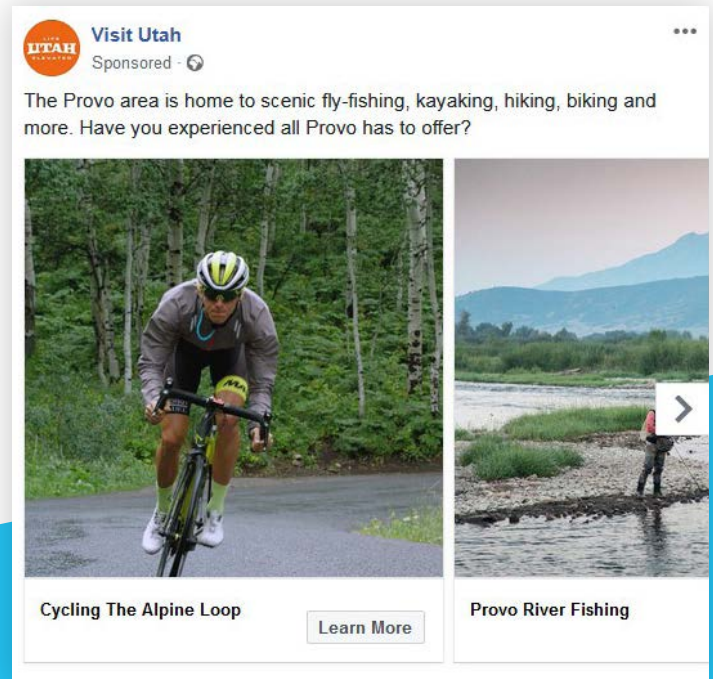
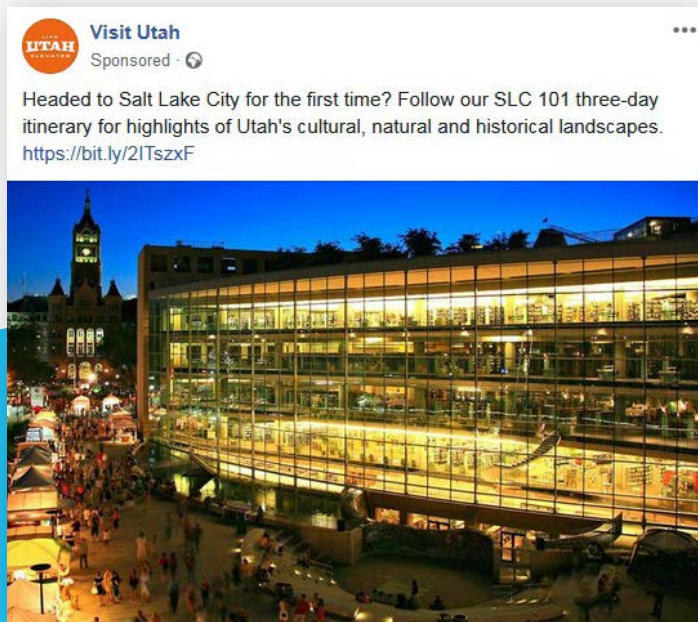


**Visit Utah**  
Sponsored · 🌐

Launch your kayak into the deep blue of Tony Grove Lake. #VisitUtah



# Visit Utah





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# Visit Utah



# Vermont Tourism

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Have you ever considered moving to Vermont? Stay to Stay weekends are exploratory vacations designed for people who are interested in relocating to Vermont.




[WWW.VERMONTVACATION.COM](http://WWW.VERMONTVACATION.COM)  
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Have you ever wanted to extend your weekend visit and... [Learn More](#)

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Have you ever wanted to extend your weekend visit and... [Learn More](#)

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# Virginia is for Lovers

**Virginia is for Lovers**  
Sponsored · 🌐

The \*most dramatic\* episode of #TheBachelorette was filmed right here in @visitrichmondva! Relive your favorite moments and start writing a love story of your own. #LoveVA



BLOG.VIRGINIA.ORG

**A Romantic 36-Hour Getaway in Richmond - Virginia's Travel Blog**

[Learn More](#)

**Virginia is for Lovers**  
Sponsored · 🌐

Spend the afternoon canoeing down the scenic Shenandoah River with Shenandoah River Outfitters then have your own Shenandoah adventure: <https://www.virginia.org/ShenValleyAdventures>



**Canoeing the Shenandoah River - Wanderlove**

[Learn More](#)



# Virginia is for Lovers


**Virginia is for Lovers**  
Sponsored · 🌐

Set out for Dody Ridge with Roanoke Mountain Adventures. Hit the 12-mile mountain bike trail right off the Blue Ridge Parkway. Then explore more of Virginia's Blue Ridge: <https://www.virginia.org/wanderloveVBR>



WWW.VIRGINIA.ORG  
**Mountain Biking Dody Ridge - Wanderlove** [Learn More](#)

**Virginia is for Lovers** shared a link.  
Sponsored · 🌐



WWW.VIRGINIA.ORG/SUMMERFESTIVALS  
**8 Can't Miss Summer Festivals** [Learn More](#)

Jump into Virginia's festivals celebrating local crafts,...

**Virginia is for Lovers**  
Sponsored · 🌐

Get an adrenaline rush and a bird's eye view of some of Virginia's most beautiful scenery with Skydive Shenandoah and then explore the rest of the Shenandoah Valley: <https://www.virginia.org/ShenValleyAdventures>



**Skydive over the Shenandoah - Wanderlove** [Learn More](#)

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# Visit Southern West Virginia

**Visit Southern West Virginia**  
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Our winding roads have led you here. Grab your passport and stay a little longer in Southern West Virginia to discover something new.



**Southern West Virginia Passport**  
We invite you to explore your way through Southern...

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Our southern mountains are the on ramp for pure riding pleasure.




**ATV and Motorsports**  
West Virginia is rapidly becoming the center of the ATV...

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It's your time away, so make it count – come visit WV!





**Family Adventure**  
If you like to have a lot of options on a vacation, southern...


[Learn More](#)




# Visit Southern West Virginia

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Explore hundreds of miles of hiking & biking trails, or climb the vertical rock walls of the gorge.



 VISITWV.COM

**New River Gorge** [Learn More](#)

We share Fayette County and the New River with over a...

 **Visit Southern West Virginia** Sponsored · 

Enjoy swimming, fishing, scuba diving, hiking, biking, climbing and some of the best whitewater rafting in the East!



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**Summersville** [Learn More](#)


Summersville Lake has over 28,000 acres of water and...

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# Travel Wisconsin

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We know Wisconsin's hidden gems, can't-miss supper clubs, and the most fun festivals....



**Travel Wisconsin**  
Tour Agency  
490,061 people like this

Like Page

**Travel Wisconsin**  
Sponsored

Friendship, warmth, and good cheer—that's Gemütlichkeit. We didn't invent the term, but we did perfect it. #TravelWI



**Gemütlichkeit: The Spirit of Wisconsin**

Learn More

**Travel Wisconsin**  
Sponsored

There's no need to RSVP: our celebrations last all summer long. Join the party!



TRAVELWISCONSIN.COM

**Welcome to a State of Gemütlichkeit**  
Friendship, warmth and good cheer. That's Gemütlichkeit, and that's...

**Travel Wisconsin**  
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Friendship, warmth, and good cheer—that's Gemütlichkeit. We didn't invent the term, but we did perfect it. Join the party: <http://bit.ly/2FOcFDm>



**Gemütlichkeit: The Spirit of Wisconsin**

Learn More

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# Travel Wisconsin

**Travel Wisconsin**  
Sponsored · 🌐

It's called Gemütlichkeit (guh-MYOOT-lik-KYT), a feeling of friendship, warmth, and good cheer. We'd tell you more, but we're too busy living it. #TravelWI



**Gemütlichkeit: The Spirit of Wisconsin** [Learn More](#)

**Travel Wisconsin**  
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You don't need to travel to the coast for sprawling shorelines and glittering waves.



TRAVELWISCONSIN.COM  
**5 Ocean-Like Beaches on Wisconsin's Great Lakes**

**Travel Wisconsin**  
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Let the good times roll in with the tide 🌊  
<http://bit.ly/2uGliZL>



**Enjoy an Island Getaway in Wisconsin** [Learn More](#)

#TravelWI

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Need vacation inspiration? We've got your weekend plans figured out. Follow us to find...




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We're Wisconsin's best source for trip inspiration and fun things to do. Like our page to...




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We know Wisconsin's hidden gems, can't-miss supper clubs, and the most fun festivals....




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We know Wisconsin's hidden gems, can't-miss supper clubs, and the most fun festivals....

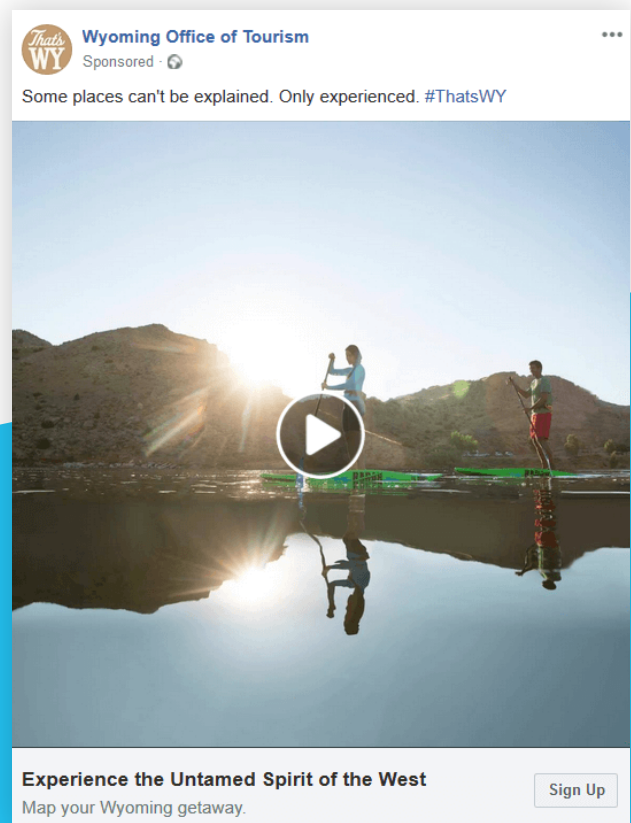
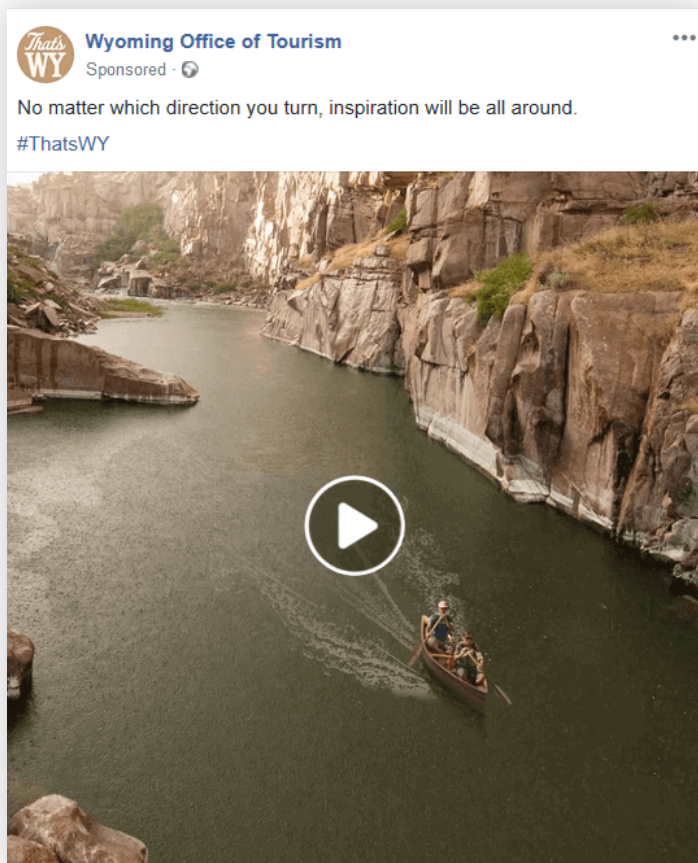


**Travel Wisconsin**  
Tour Agency  
490,062 people like this

Like Page



# Wyoming Office of Tourism

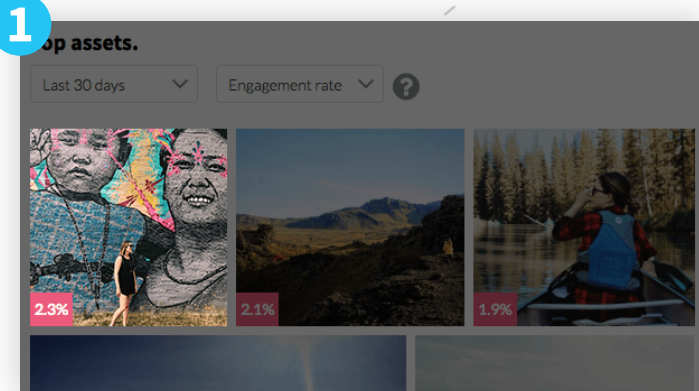


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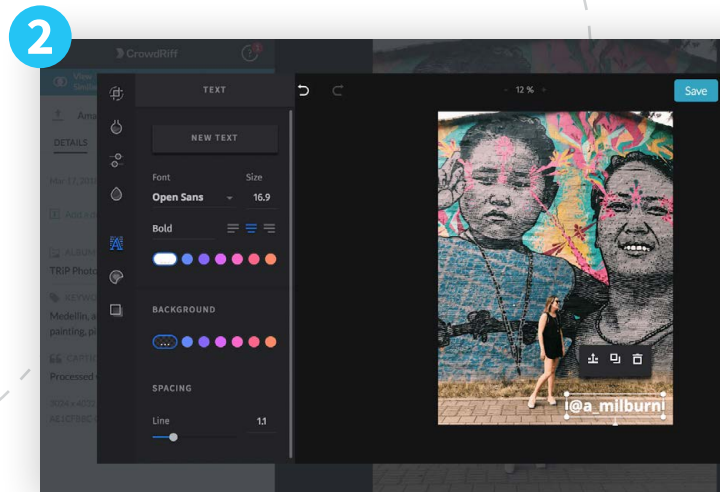
# Using CrowdRiff for better Facebook ads



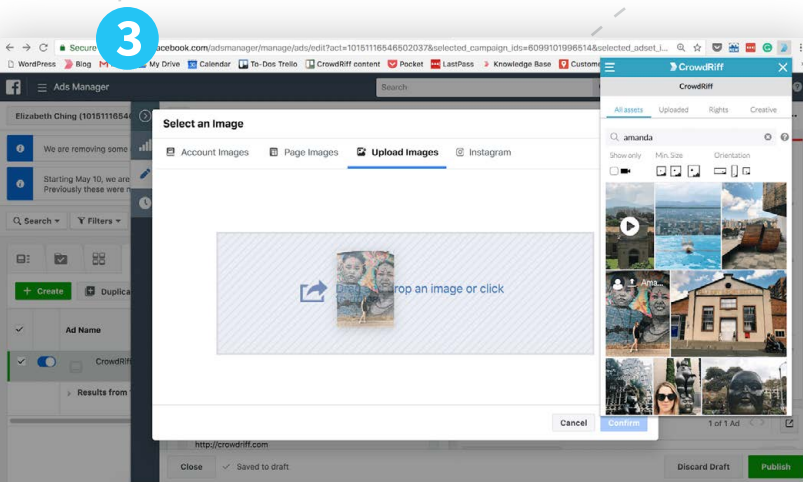
There are a number of custom features and workflows in CrowdRiff that were designed to help travel marketers find and deploy the best images for ads – from start to finish.



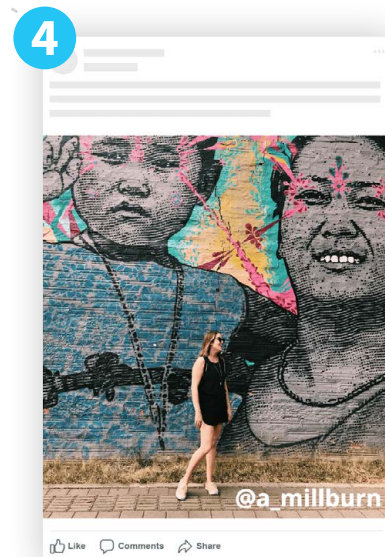
Choosing your imagery



Editing



Publishing the ad



Final product

# 1 CHOOSING YOUR IMAGERY

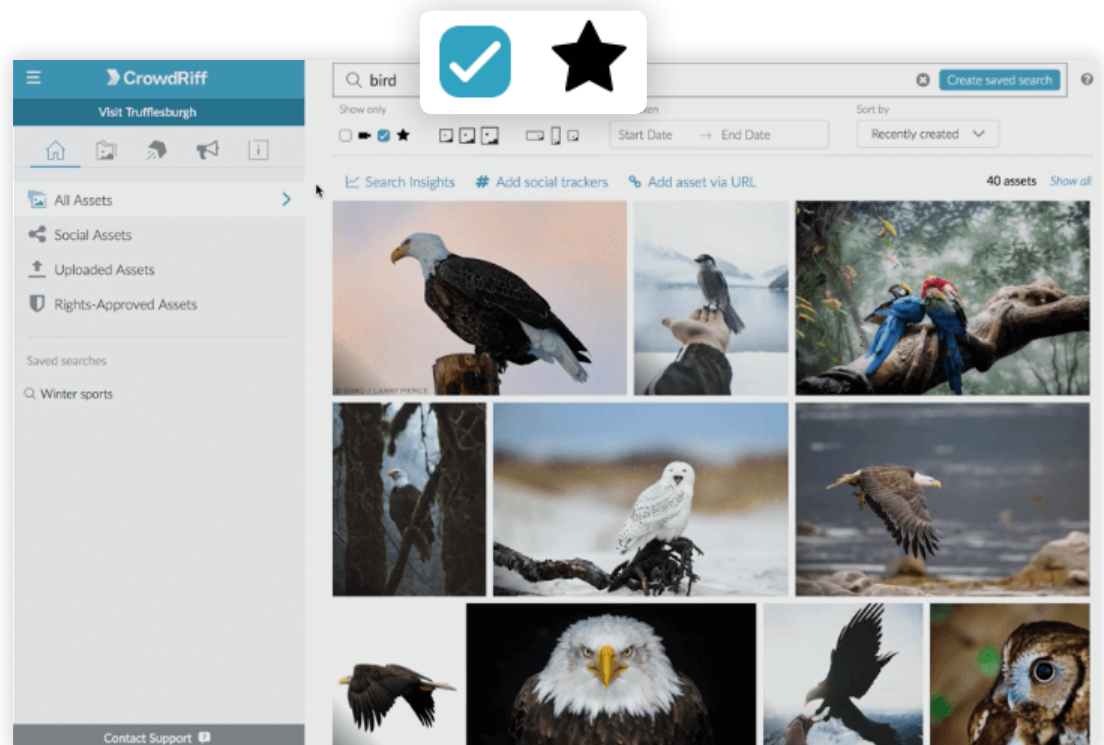
## Easily surface the best visuals for your ad creative

Let's say bird-watching season is approaching, and you're looking for some compelling shots of regional birds use in your Facebook ad campaign.

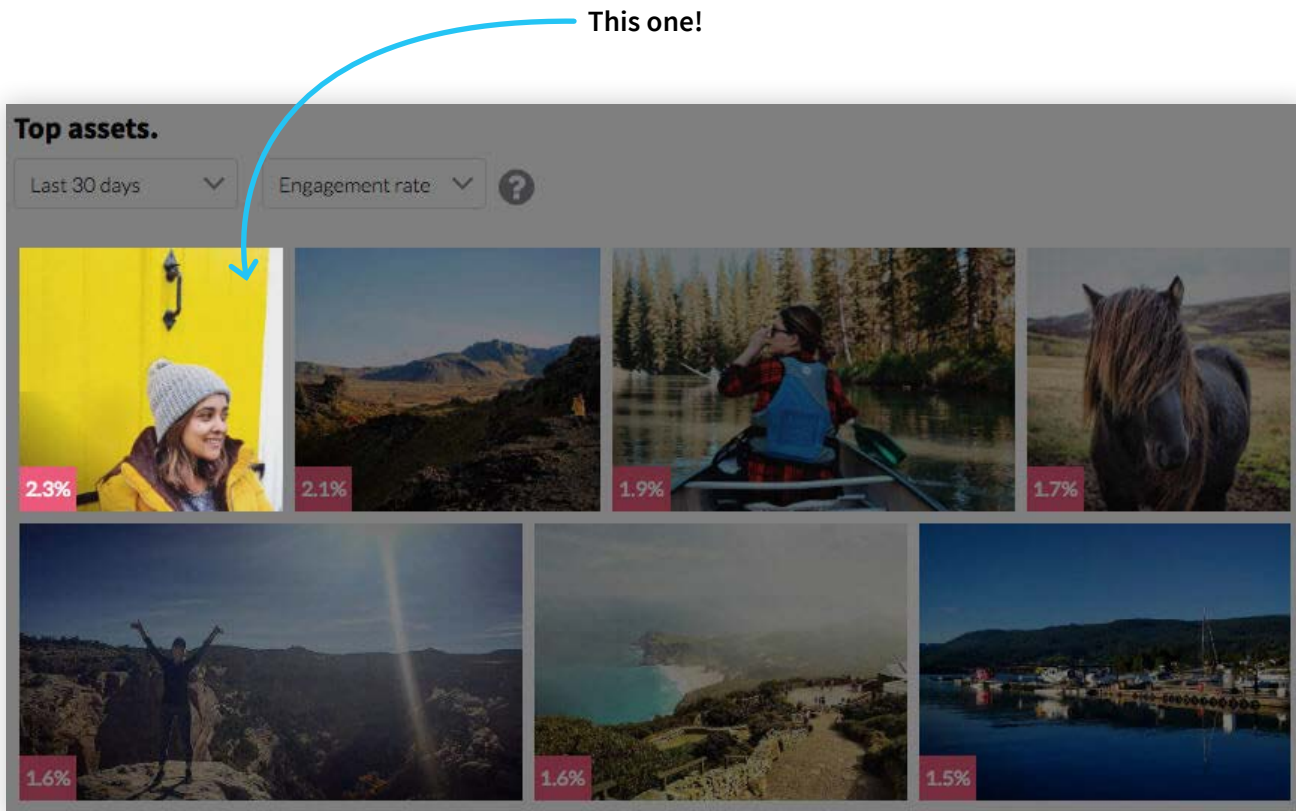
But you have hundreds of bird photos in your collection, thanks to the avid bird-watching community's enthusiasm towards sharing photos. How do you know which ones are going to perform the best in an ad?

In CrowdRiff, it's as simple as a click. **CrowdRiff's Smart Curation** feature surfaces your most compelling content, as graded with our AI technology, to narrow down your choices with content recommendations.

Click to turn on CrowdRiff's Smart Curation!







### CHOOSING YOUR IMAGERY

## 2 Find your top-performing visuals and repurpose them in your ads

CrowdRiff tracks engagement metrics for every photo or video that you feature in an image gallery on your website. You can see how many views v.s. clicks each asset gets, to understand which images travelers gravitate towards — and therefore find your best bets for your Facebook ad creative.

So the next time you're trying to find the best photo to promote your destination's budding brunch scene, you can simply check your Restaurants gallery in CrowdRiff and see which breakfast plate proved to be the most clickworthy.

## CHOOSING YOUR IMAGERY

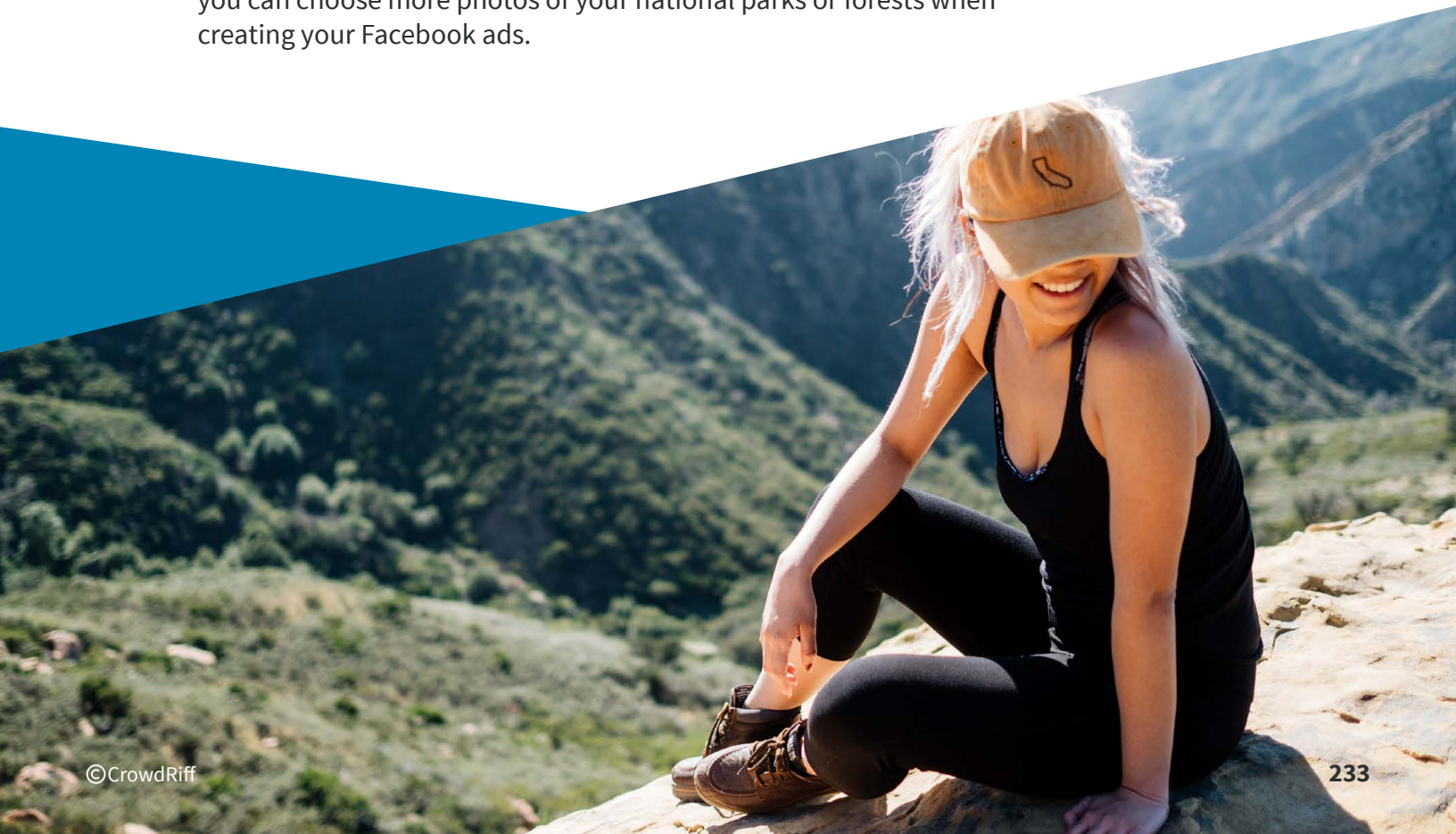
# 3 Pinpoint imagery that resonates with travelers in your target markets

Perhaps you're making a big push this year to target travelers from, say, California. You want to know what kind of visuals speak to this demographic, so you can find the imagery that'll get them clicking through on your Facebook ads.

Because of CrowdRiff's integration with Google Analytics, all this information is at your fingertips.

You can see which of your website galleries Californian web visitors are visiting the most, which ones they're spending the most time on, and even which ones have the most impact on whether or not they request a visitor guide.

You might find that your Californian visitors prefer browsing pictures of your outdoors themed galleries the most. With that insight in mind, you can choose more photos of your national parks or forests when creating your Facebook ads.





## CHOOSING YOUR IMAGERY

# 4 Source imagery that showcases travelers from every demographic

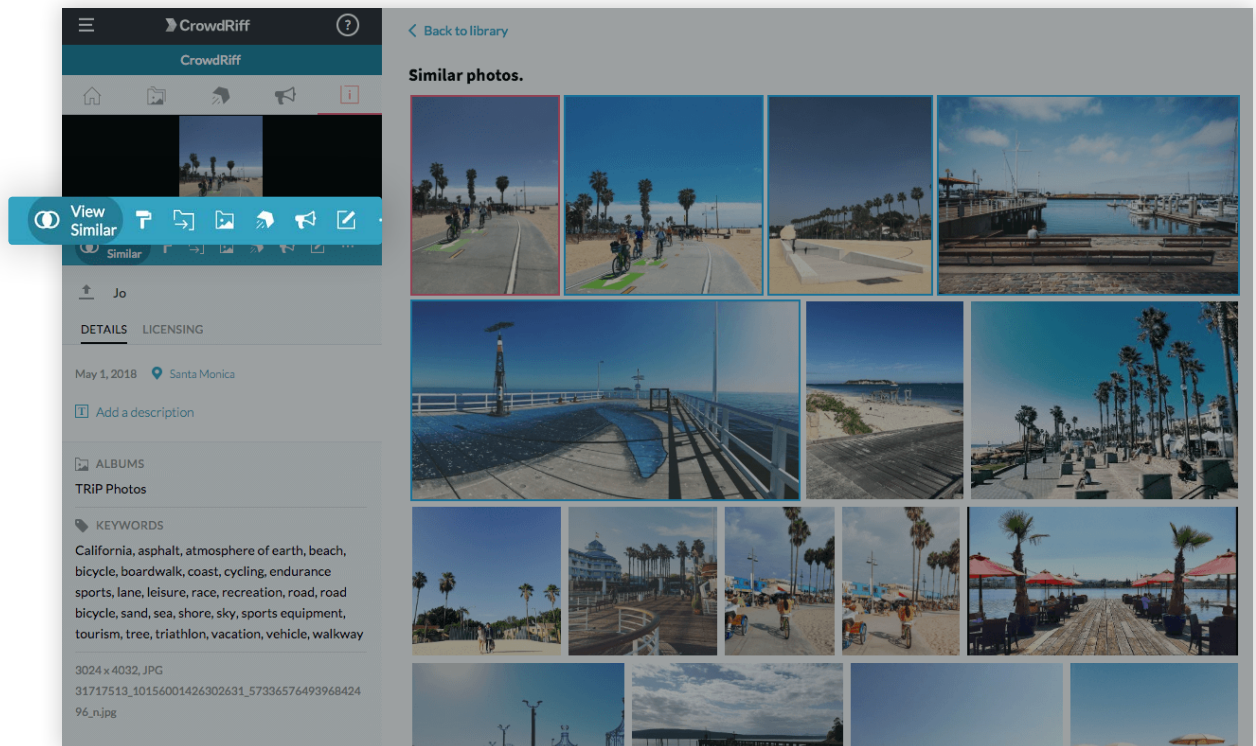
If you're marketing to people in Korea, imagine if you could show Facebook ads that showed actual Korean travelers having a blast in your destination. Imagine if you could do the same for any nationality.

Since CrowdRiff brings in all the content your locals and visitors are sharing in your destination, you're going to have a library of visuals at your fingertips that directly represents your audience. Using CrowdRiff allows you to get a more diverse range of imagery.

**“We do marketing in a lot of specific countries with Destination Canada and our partners in [other] countries. Being able to give them [visuals] that specifically showcase people that have visited from those countries, being able to break that barrier, is invaluable.”**

— Chelsey Harasym,  
Social Media Coordinator,  
Hornblower Niagara Cruises





## CHOOSING YOUR IMAGERY

# 5 Source a cohesive set of campaign visuals in one click

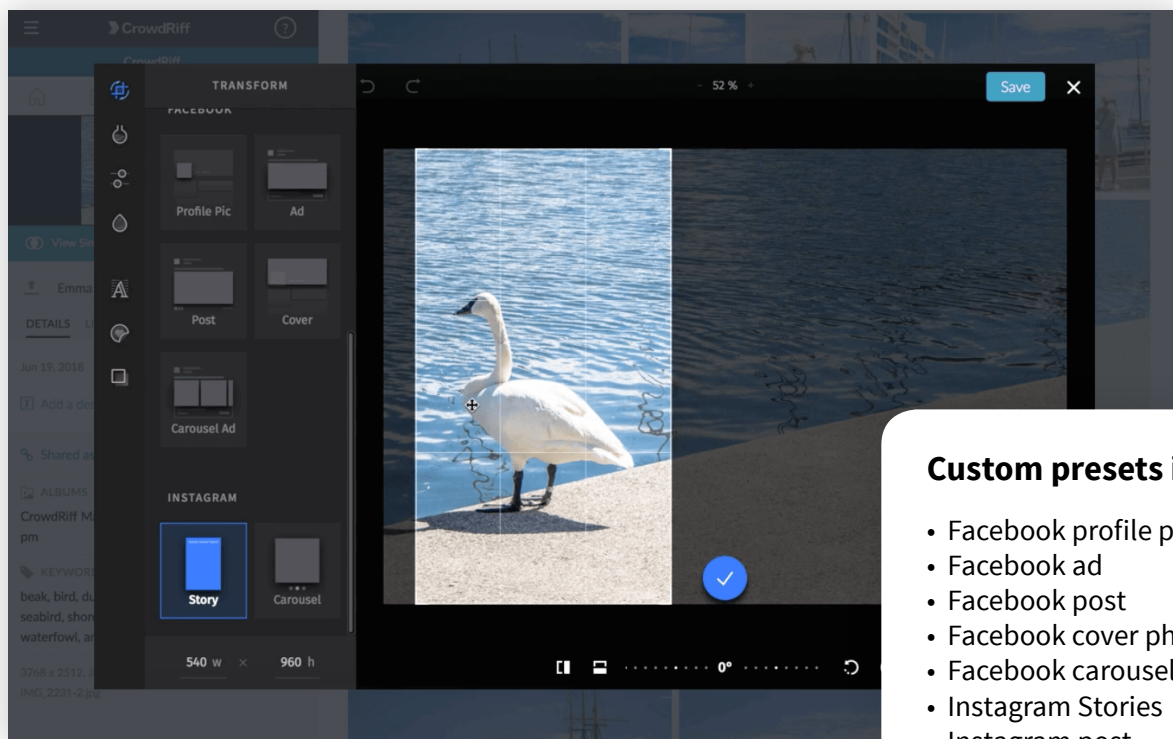
Let's say you're running a beach-themed carousel ad campaign and you've found the perfect image that will anchor your ad. With a click of a button, CrowdRiff will find you additional photos similar to the one you chose, so you can run the campaign with a variety of photos that are thematically consistent.



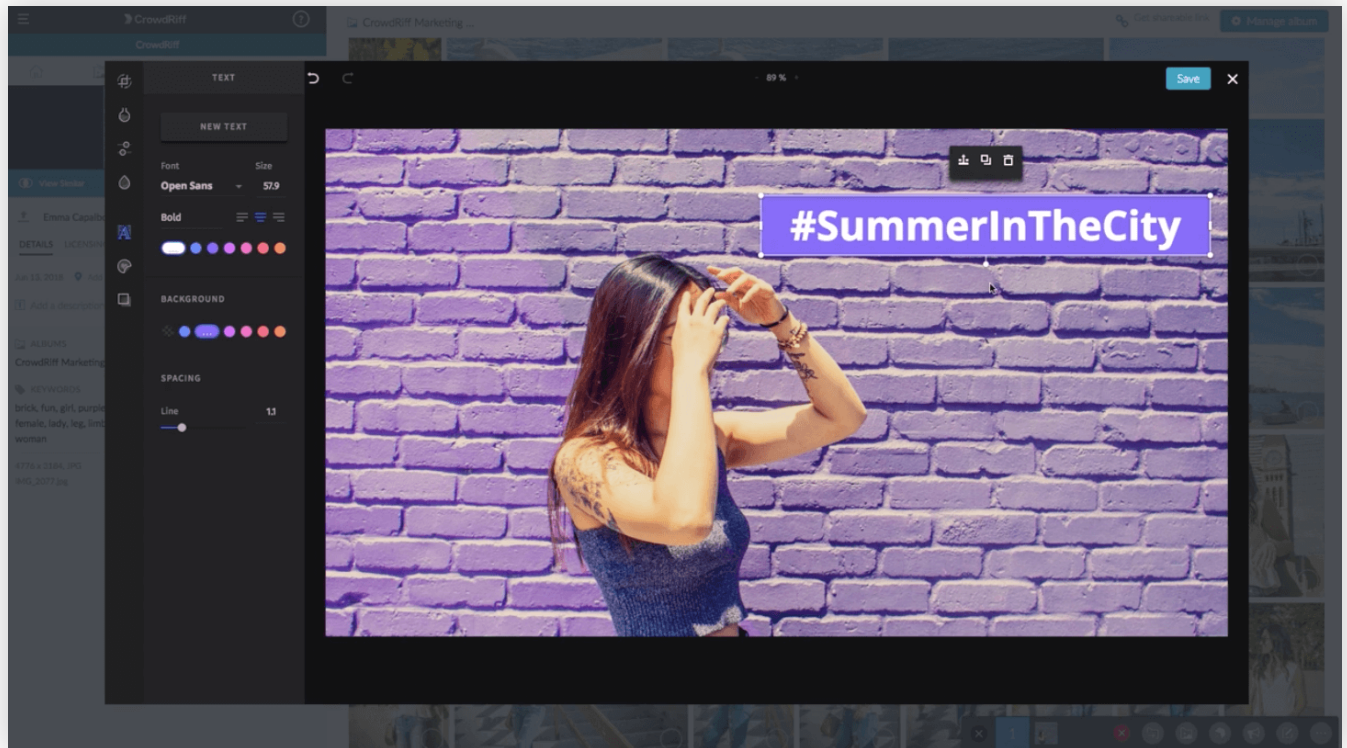
## EDITING

# 6 Easily crop photos for Facebook and Instagram formats

It can be a real pain to resize and prepare photos for the different ad formats available on Facebook and Instagram. However, in CrowdRiff, when you find the photo you want, without having to leave the platform, you can crop your photos into custom preset formats in addition to any custom size you choose.

**Custom presets include:**

- Facebook profile picture
- Facebook ad
- Facebook post
- Facebook cover photo
- Facebook carousel ad
- Instagram Stories
- Instagram post
- Instagram carousel

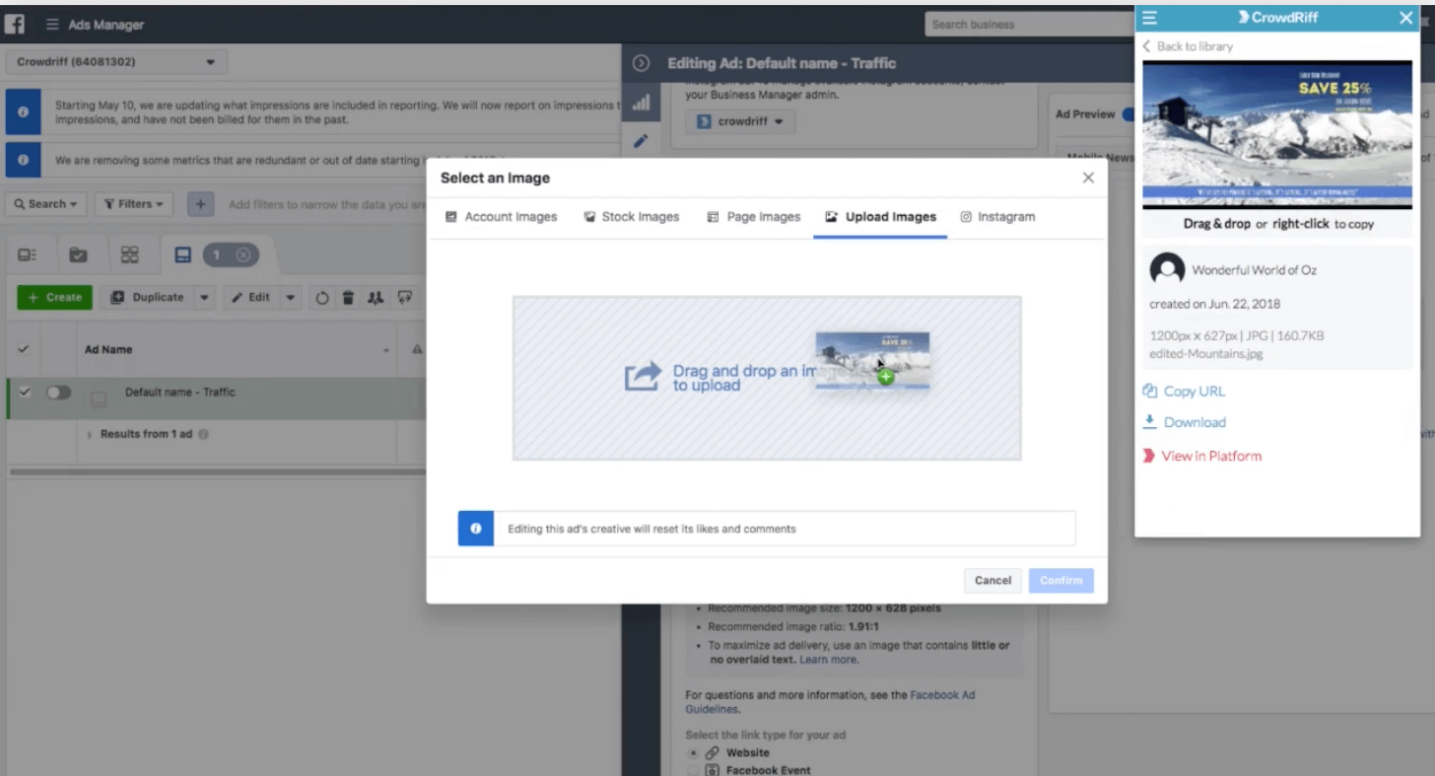


## EDITING

# 7 Add campaign slogans, hashtags, and messaging to your images

Often, an image needs an additional element to make it ad-ready. It could be your brand's tagline or an important call-to-action. Again without even having to leave CrowdRiff, our simple interface makes it easy to add text, size it to the right dimensions and style it to fit your brand guidelines.





## PUBLISHING THE AD

# 8 Drag and drop any visual straight into Facebook Ads Manager

Any image you have rights to in CrowdRiff can be added into your Facebook Ads Manager in seconds – without the hassle of downloading and re-uploading. Easily drag and drop photos and video creative directly from CrowdRiff into your Facebook Ads Manager using CrowdRiff's Sidekick Chrome extension.

# The final product! 🎉

CrowdRiff makes it easy to choose the best visual and prepare it straight in the platform, to cut down the time and effort it takes to produce a great Facebook ad.







## CASE STUDY

# Discover The Palm Beaches

Increasing web conversions, ad effectiveness, and heads in beds by using CrowdRiff

The UGC-powered campaign resulted in:

**51%**

increase in display ad acquisitions

**35%**

increase in web conversions

**23%**

increase in overnight visits, when compared to non-UGC campaigns

Today, all their active Facebook ads feature UGC imagery sourced from CrowdRiff.



“CrowdRiff created a simple way for us to integrate user-generated content into a variety of verticals. We now use the platform to support the visual content we use for our print and digital advertisements, social media posts, collateral and more.”

— Rich Basen, Sr. VP of Marketing and Leisure Sales at Discover The Palm Beaches

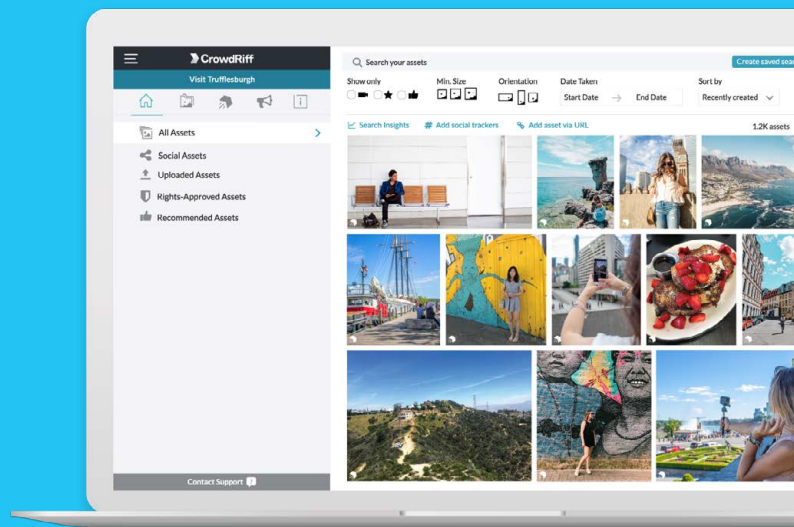
## Background

Discover The Palm Beaches is the official tourism marketing corporation for The Palm Beaches, Florida. In order to target millennial travelers, the DMO decided to refresh its approach to their marketing materials, and so it turned to user-generated content, sourced and deployed through CrowdRiff.

## Key Benefits

- Getting rights to authentic imagery to use in ads in order to connect with a millennial audience.
- Increasing ad engagement ads from travelers.
- Aligning internal teams by centralizing different workflows to one platform.

# Increase the effectiveness of your Facebook ads with CrowdRiff.



CrowdRiff is an AI-powered visual content marketing platform that enables marketers to discover and deliver top-performing visuals across every channel, including website, social media, print materials and, of course, digital ads.

## CrowdRiff can help you:

- Pinpoint the most engaging visuals to use in your ad creative
- Reduce the number of steps it takes from finding the perfect visual to using it
- Increase click-through rates on Facebook ads by 3x

Jump on a product tour with one of our product experts, and we'll show you why over 400 brands in travel and tourism love CrowdRiff.

[Book your product tour](#)

CrowdRiff is ❤️ by 400+ travel and tourism brands.

ARIZONA  
OFFICE OF TOURISM

COLORADO

Visit  
Eau Claire

FW  
FORT WORTH  
City of Cowboys and Culture

FRANKLIN  
WILLIAMSON COUNTY

DESTINATION  
GETTYSBURG  
PENNSYLVANIA

LOUISIANA  
Pick your Passion

TRAVEL  
OREGON

VISIT PHOENIX

WILD, WONDERFUL  
WEST VIRGINIA